

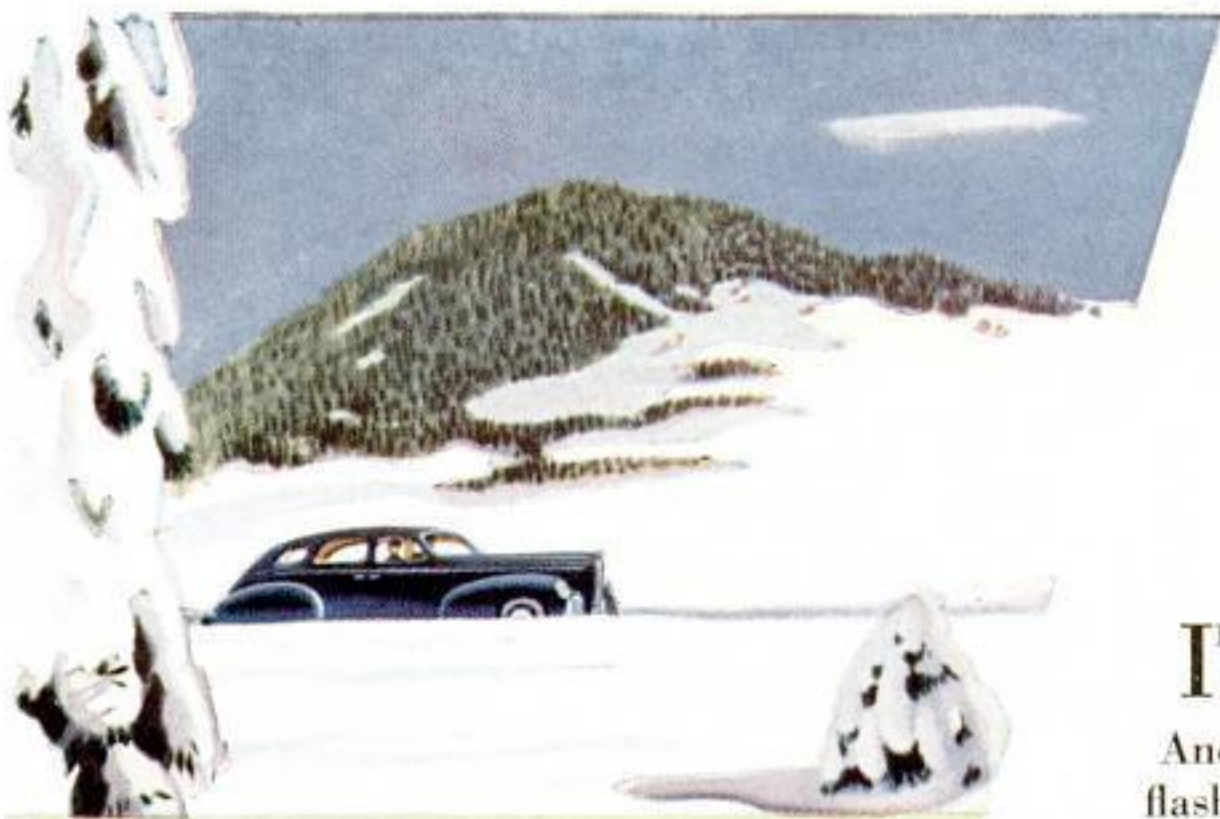
# LIFE



**BLONDE NORMA SHEARER**

**FEBRUARY 13, 1939** **10** CENTS





IT'S JUNE IN JANUARY—when you “tune in” the new “Weather-Eye”\*. Nash Conditioned Air System automatically keeps comfort uniform, despite outside changes. No drafts, no “fogging”.



NEW POWER and getaway—15 to 50 MPH in 13 seconds, in high gear... and betters 1938 Nash LaFayette gas economy by 10%.

# DON'T LET OTHERS *Spoil Your Fun!*

IF SOMEONE TRIES to tell you about the new Nash—stop him.

And if you meet a silver bullet of a car flashing up the street—look the other way.

For that's not the way to learn about a Nash. Not even the lively, power-packed lines can give you the “feel” of it. *You've got to get inside—and drive it... yourself... on an open road.*

Don't put it off for a sunny day. If a blizzard is blowing up—all the better! Climb in—for here's what happens.

... although you don't hear it, your engine is already running.

... a nudge on the throttle, and you're down the street.

... you see trees bend with the gale—but you're driving with your fingertips. The ruts and bumps you see flow under you unnoticed.

... there ought to be road-roar and the scream of wind, at your pace—but it's so quiet you can hear a whisper.

... you ought to be shivering with the cold—but air is fresh and warm as June. (The “Weather-Eye”\* at work!)

... a stop for a red light, but quick as a cat, you whisk away from traffic. Never, in all your car-owning experience, have you felt such performance!

Marvel at gear-shifting from your wheel\*... and let your wife rhapsodize about the smartness of the interiors.

But we predict that when you pass the county line, you'll have only one question left in your mind:

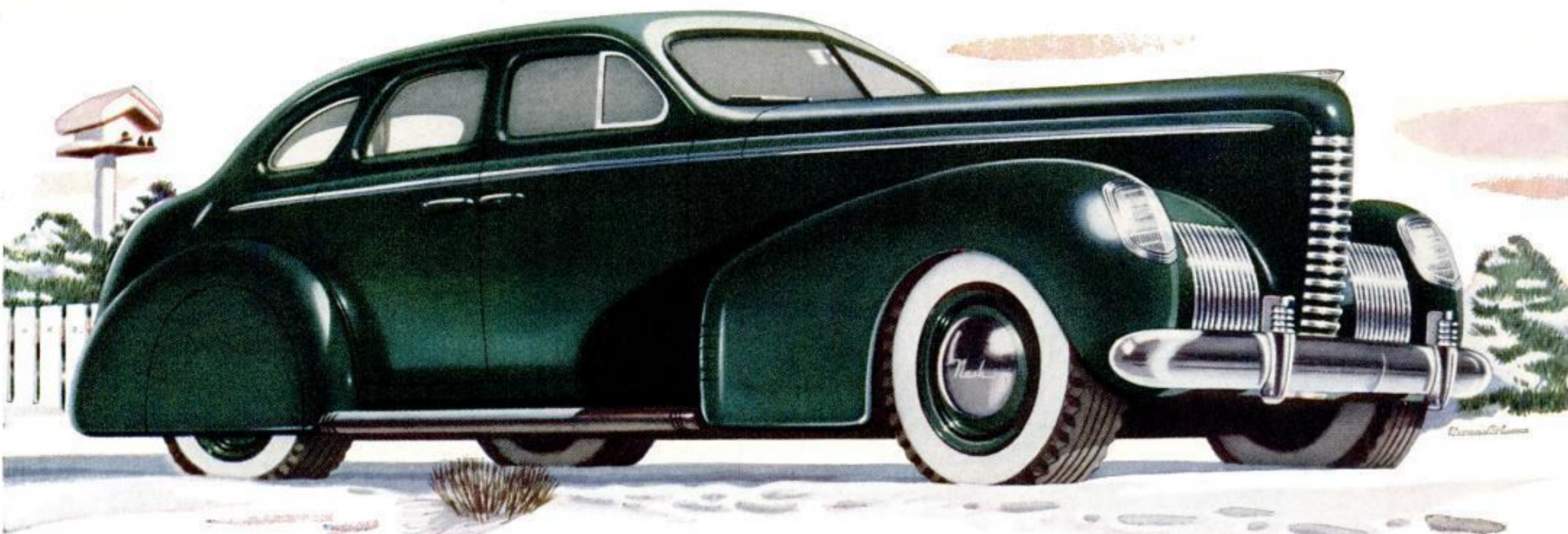
*“What'll I use for money?”*

Don't worry. Ten models are priced next to the lowest! Call up today. 1800 Nash dealers offer service from coast to coast. NASH MOTORS DIVISION, Nash-Kelvinator Corp., Detroit, Michigan.

Four Series of Great Cars, 22 Models... 10 Priced next to the lowest... Delivered at Factory, as low as \$770. Standard Equipment and Federal Taxes Included.

**\$770**

(\*Optional Equipment—Slight Extra Charge)



Car illustrated... 4-Door Sedan, 117-inch wheelbase... \$840 delivered at Factory... Standard Equipment and Federal Taxes Included... White Sidewall Tires and Rear Wheel-Shields are optional at Extra Cost.



LIKE ENTERING A NEW WORLD... all roads silent and smooth... new type shock absorbers, 40% longer, and special soundproofing.

*It's that New* **NASH**  
THE CAR EVERYBODY LIKES



**OUTSTANDING  
POPULARITY OF  
1939 PLYMOUTH  
PROVES THAT**

# People Want Quality Cars

1. Perfected Remote Control Shifting.
2. All-Silent Auto-Mesh Transmission.
3. New Amola Steel Coil Springs.
4. Streamlined Safety Headlamps.
5. "Safety Signal" Speedometer.
6. Time-Proven Hydraulic Brakes.
7. Floating Power Engine Mountings.
8. Of the three leading low-priced cars, Plymouth is five inches longer than one—six inches longer than the other!
9. All Plymouth models have the same big, 82-horsepower "L-head" engine, giving full power *and* economy.

**IT'S THE MOST  
FOR LOW PRICE**

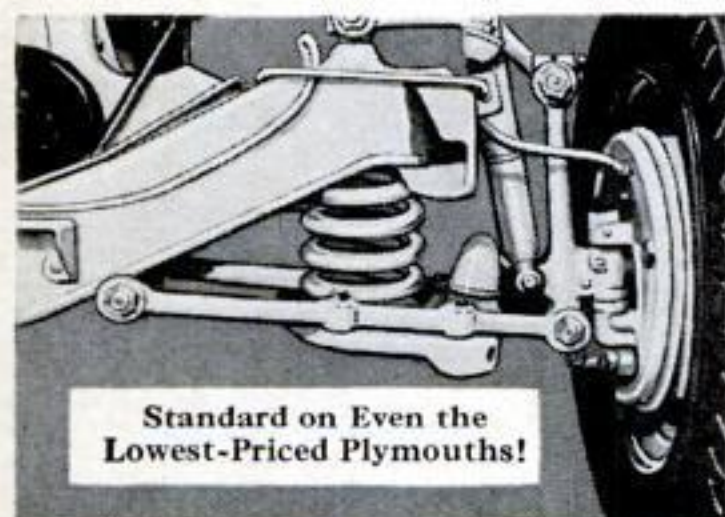


STANDARD EQUIPMENT on "De Luxe" models at no extra cost—Perfected Remote Control Shifting with Auto-Mesh Transmission. New shifting ease.

LOWER PRICE ALONE isn't enough. People want engineering...that is the key to Plymouth's popularity—more car for less money!

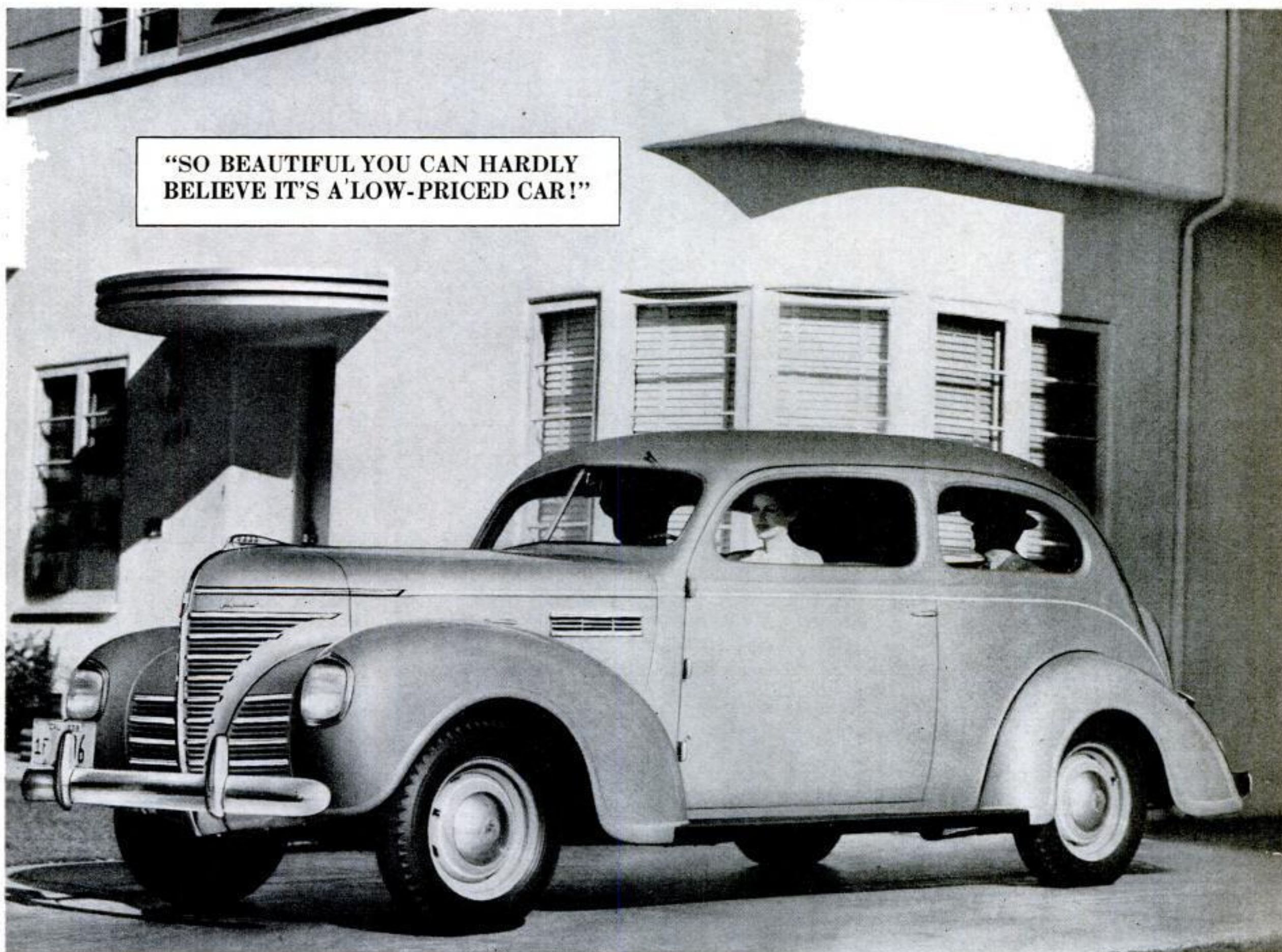
Plymouth is now a far bigger car, with glamorous new beauty, new High-Torque engine performance and new economy. There's marvelous new riding and handling ease, new safety—all this, *and lower prices!*

Easy to own...your present car will probably represent a large part of Plymouth's low delivered price; balance in low monthly instalments.



Standard on Even the Lowest-Priced Plymouths!

NEW AMOLA STEEL COIL SPRINGS, finest design in the industry, give Plymouth its wonderful new ride. Amola Steel is the new marvel of metallurgy.



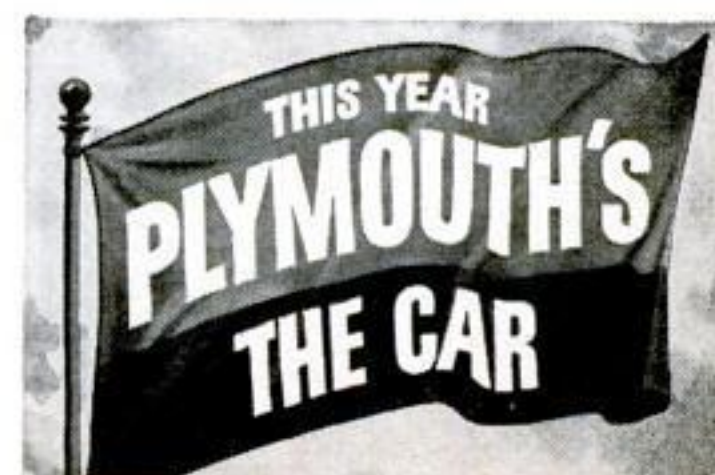
ALL PLYMOUTH MODELS—both "Roadking" and "De Luxe"—have a completely rust-proofed Safety-Steel body.

**INCLUDED IN  
LOW PRICES:**

"Detroit delivered prices" include front and rear bumpers, bumper guards, spare wheel, tire and tube, foot control for headlight beam with indicator on instrument panel, ash-tray in front and rear, sun visor, safety glass and big trunk space (19.6 cu. ft.). Plymouth "Roadking" models start at \$645; "De Luxe" models slightly higher. Prices include all federal taxes. Transportation and state, local taxes, if any, not included. See your Plymouth dealer for local delivered prices. PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

TUNE IN MAJOR BOWES' AMATEUR HOUR, C. B. S. NETWORK, THURS., 9 TO 10 P. M., E. S. T.

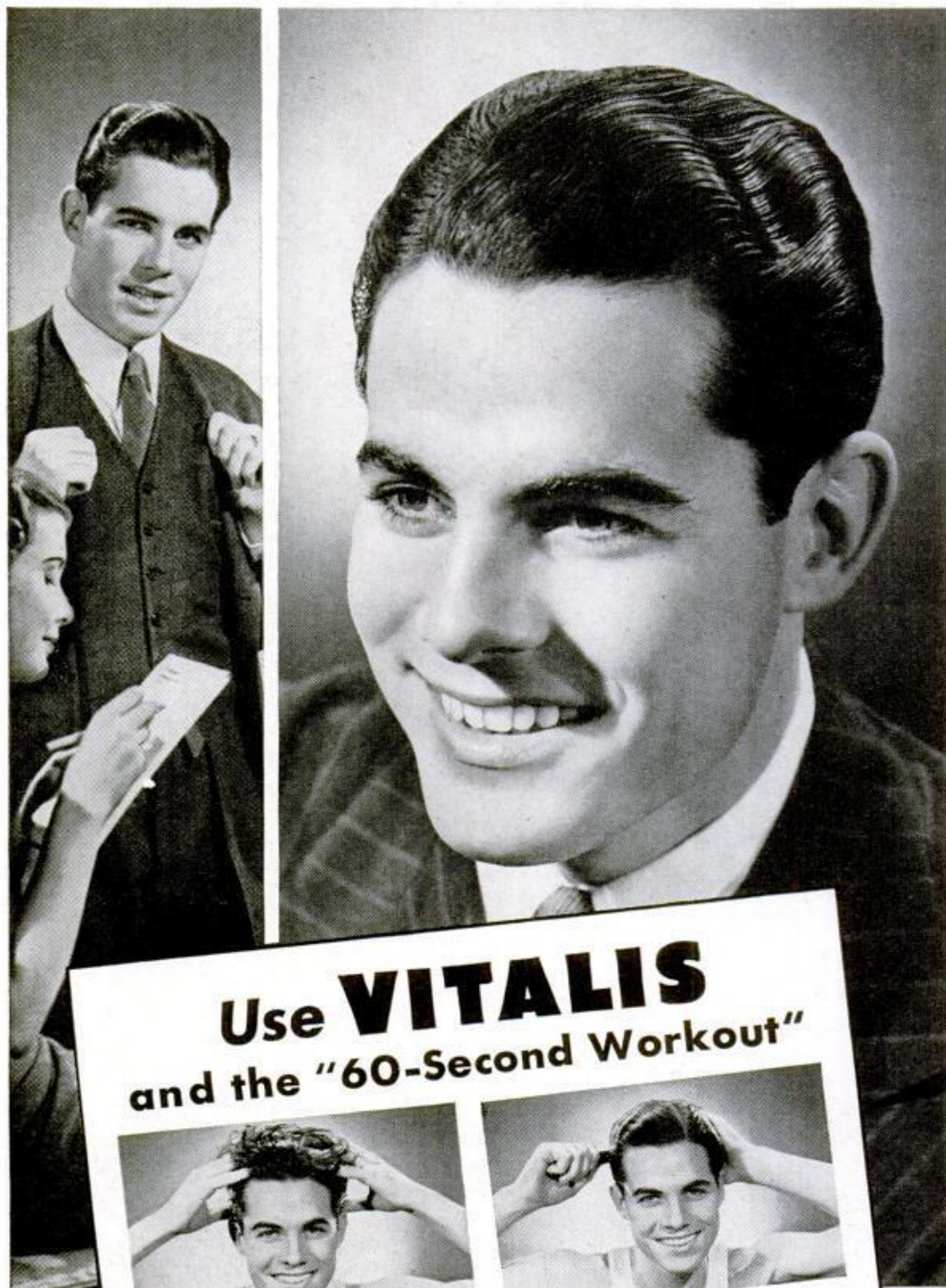
**PLYMOUTH BUILDS  
GREAT CARS** *NEW "ROADKING"*  
*NEW "DE LUXE"*





# Good-Looking Hair

## is a First Step to Success!



### Use VITALIS and the "60-Second Workout"



**1 50 Seconds to Rub**—Circulation of the scalp quickens—the flow of necessary oil is increased—hair has a chance!



**2 10 Seconds to Comb**—Your hair has a natural lustre—but no trace of that objectionable "patent-leather" look.

**GOOD-LOOKING** hair alone won't carry a man to success. They still pay off first on brains and initiative. But good-looking hair is a big help. That's why thousands of successful men use Vitalis and the famous "60-Second Workout" for better-looking—and healthier—hair.

**FOR HAIR HEALTH**—Apply Vitalis to your scalp with a brisk finger massage. Feel the stimulating tingle as circulation quickens. Your scalp becomes free and flexible—your hair takes on a new richness and lustre. You rout loose dandruff and help prevent excessive falling hair.

**FOR GOOD LOOKS**—With each "workout", Vitalis' pure vegetable oils sup-

plement the natural oils of the scalp—overcoming dryness. Your hair responds easily to comb and brush, stays handsomely in place, without a single trace of that objectionable "patent-leather" look.

Get a bottle of Vitalis from your drugist today and start your "60-Second Workouts". With this simple, daily routine you have healthier, better-looking hair—a real aid to business and social success!

#### Ask Your Barber

He's an expert on the care of scalp and hair. For your protection in the barber shop—genuine Vitalis now comes only in the new sanitary Sealtubes. Be sure to insist on Sealtubes.

**VITALIS HELPS KEEP HAIR HEALTHY AND HANDSOME!**

## LETTERS TO THE EDITORS

### Ideal Star Found?

Sirs:

In LIFE, Jan. 2, I saw the picture of Warner Bros. "Ideal Star." It has the most striking resemblance to a girl we met who was advertising Texas and the Texas Centennial.

Her name is Mary Ellen Logan and she lives in Dallas, Tex. She is a beautiful blonde, about 5 ft. 5 in. tall, and lovable. She surely should be in Hollywood.

M. E. HALE

Dougherty, Iowa

● The resemblance was also noticed by the Dallas *Dispatch-Journal*, which



MARY ELLEN LOGAN

printed the pictures side by side, as above.—ED.

### Mr. Hiller's Nudes

Sirs:

I was very much interested in the re-enacted scenes of the History of Surgery in your Jan. 23 issue, and wish to express my deep satisfaction with Mr. Lejaren's Hiller's collection.

J. R. EHRBAR

New York, N. Y.

Sirs:

The nudes are beautiful—don't look diseased at all—but why are they nude when the gents are so fully clothed? Is the lady going under the Cesarean knife really in a family way? I don't believe it!

JAMES T. MANGAN

Chicago, Ill.

Sirs:

Good old bubonic plague—male victims died with their boots on but the gals stripped before kicking in. Good old docs—operate on a hernia patient with his nightshirt on but can't perform a Cesarean section (same part of body) without peeling the good-looking blondey down to her birthday suit.

A. C. SMITH

New York, N. Y.

● Mr. Hiller says that during the bubonic plague cities were poorly policed and corpses were frequently stripped by thieves. As to why all the stripped corpses happen to be women, he asks: "If you were doing the pictures, which would you undress?"—ED.

### Mexico

Sirs:

Congratulations on LIFE's superb treatment of Mexico, the biggest story in the Western Hemisphere, LIFE, Jan. 23. This marks the first time to my knowledge that a mass circulation publication has endeavored to be fair in writing about a country which is today the target of one of the biggest and best-organized propaganda barrages the United States has ever known, with armed intervention as its open purpose.

WILLIAM MILLER

Cleveland, Ohio

Sirs:

Whoops for the Mexican story in the last number! I learned about Mexico

from you. Now I want to see the place.

D. HOMER RICH

Maplewood, N. J.

Sirs:

I was extremely interested to read the colorful and concise article about Mexico, which I had always thought of as a dull, hot, dusty and very drab nation of plodding Communists.

JAN SCOTT

Portland, Ore.

Sirs:

I certainly enjoyed those pictures on Mexico, its leaders and its land. In the school here we have about five Mexicans



IDEAL STAR

and when two of them start talking it sounds like two baboons fighting over a coconut.

### CADET WERNER JANSSEN JR.

Culver Military Academy  
Culver, Ind.

### Relax, Mrs. Dilling

Sirs:

There is just one thing we would like to say to Mrs. Elizabeth Dilling whose vividly choleric face jumped at us from page 17 of the current (Jan. 23) issue of LIFE—Relax—Mrs. Dilling—Relax!

JOHN RABÉ

University of California  
Berkeley, Calif.

### Polynesians and Pictures

Sirs:

Being a photographer, the question of dogs recognizing pictures interested me. Please tell Reader Mrs. Margaret M. Shadduck (LIFE, Jan. 23) that dogs do not recognize pictures. Neither would we if we hadn't been "brought up" on them.

Frederick C. Daniels states (in *Minicam* magazine, September 1937): "Try giving your favorite picture to a South Sea Islander and ask him what he gets out of it. By actual test he won't know top from bottom, won't recognize a tree as a tree or a face as a face. Why? Because, though we practically never stop to think about it, conventional photography is in reality little more than a symbolic shorthand—a kind of picture writing understandable only to those who have learned to read photographs. There are many reasons why this is so: reproduction in one flat plane, color translated into tones of black, the unaccustomed perspective of lenses that do not see things in the same way as the human eye."

FRANKLYN McCORD

Nashville, Tenn.

● Dr. Ralph Linton, Columbia University anthropologist, agrees that anyone who has never seen a photograph is baffled at first sight. However, Dr. Linton has tried it out on primitive peoples, says that they catch on after a few minutes.—ED.

### Dogs and Pictures

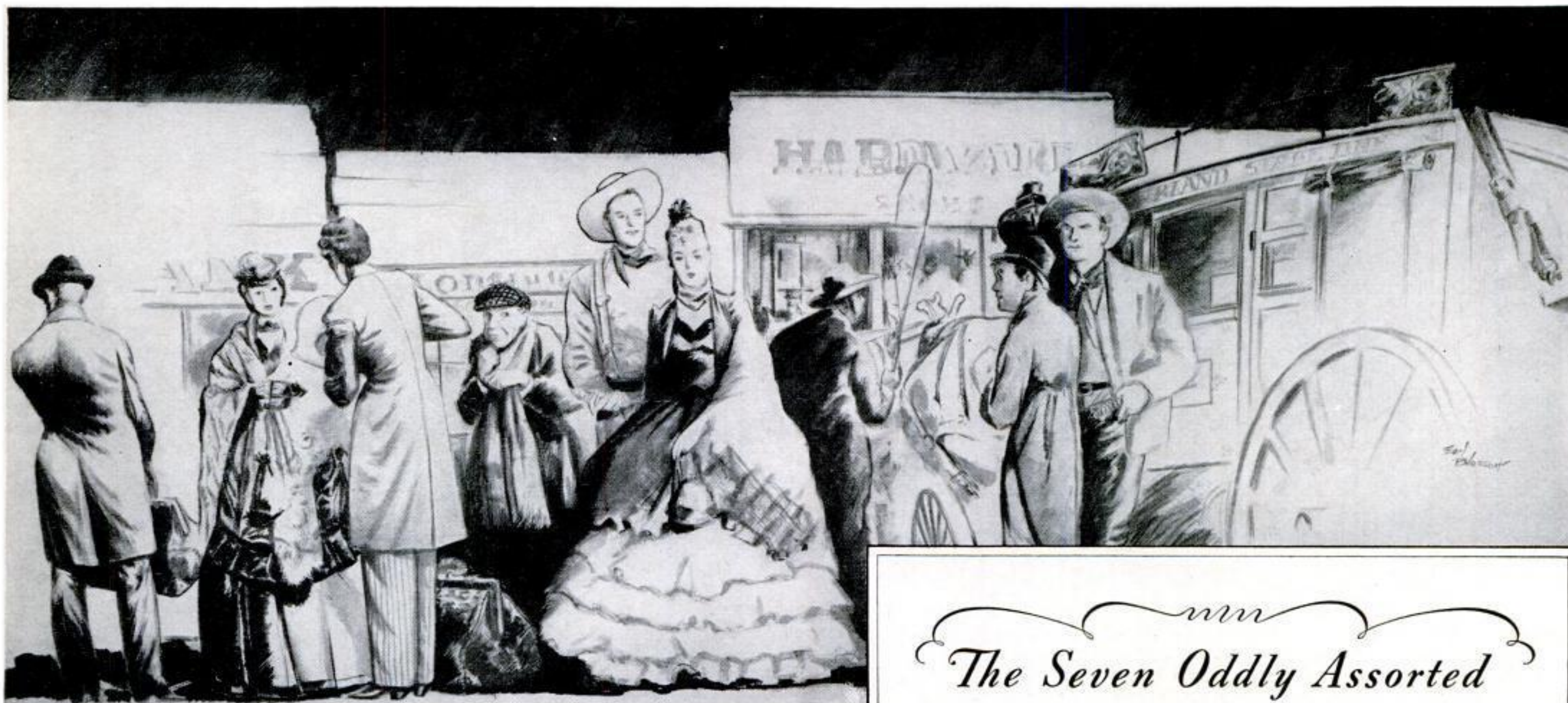
Sirs:

Please accept further evidence that dogs do recognize pictures.

New portraits of three grandchildren

(continued on p. 4)





Walter Wanger Presents

# STAGECOACH

A New Kind of Picture About the American West

A strange adventure that befell seven oddly assorted travelers who start out by stagecoach for Lordsburg, New Mexico in the year 1885. Each has his own personal reasons for wanting to get there. Then strange things begin to happen. The telegraph is mysteriously cut... the way station burned to the ground. Danger grows

steadily more menacing, until... As conventions break down, the lives of the travelers are tangled together... you live with them this strange adventure... tense, full of action... deeply moving...

(Due to the tremendous suspense developed in "Stagecoach," we recommend that you get to the theatre for the start of the picture.)

Directed by **JOHN FORD**

(ACADEMY AWARD WINNER, DIRECTOR OF "SUBMARINE PATROL," "THE HURRICANE," "THE INFORMER," ETC.)

with **CLAIRE TREVOR • JOHN WAYNE**

**ANDY DEVINE • JOHN CARRADINE • THOMAS MITCHELL • LOUISE PLATT  
GEORGE BANCROFT • DONALD MEEK • BERTON CHURCHILL • TIM HOLT**

Released thru United Artists



## The Seven Oddly Assorted Strangers Who Started for Lordsburg

### FRONT SEAT



**BANKER**  
*Why so careful of the little black bag?*



**WIFE**  
*"We must go on—I've got to find my husband!"*



**MAN of MYSTERY**  
*A strange whim—something from the past—forced him to go.*

### BACK SEAT



**DOCTOR**  
*It took 12 cups of coffee to sober him in time.*

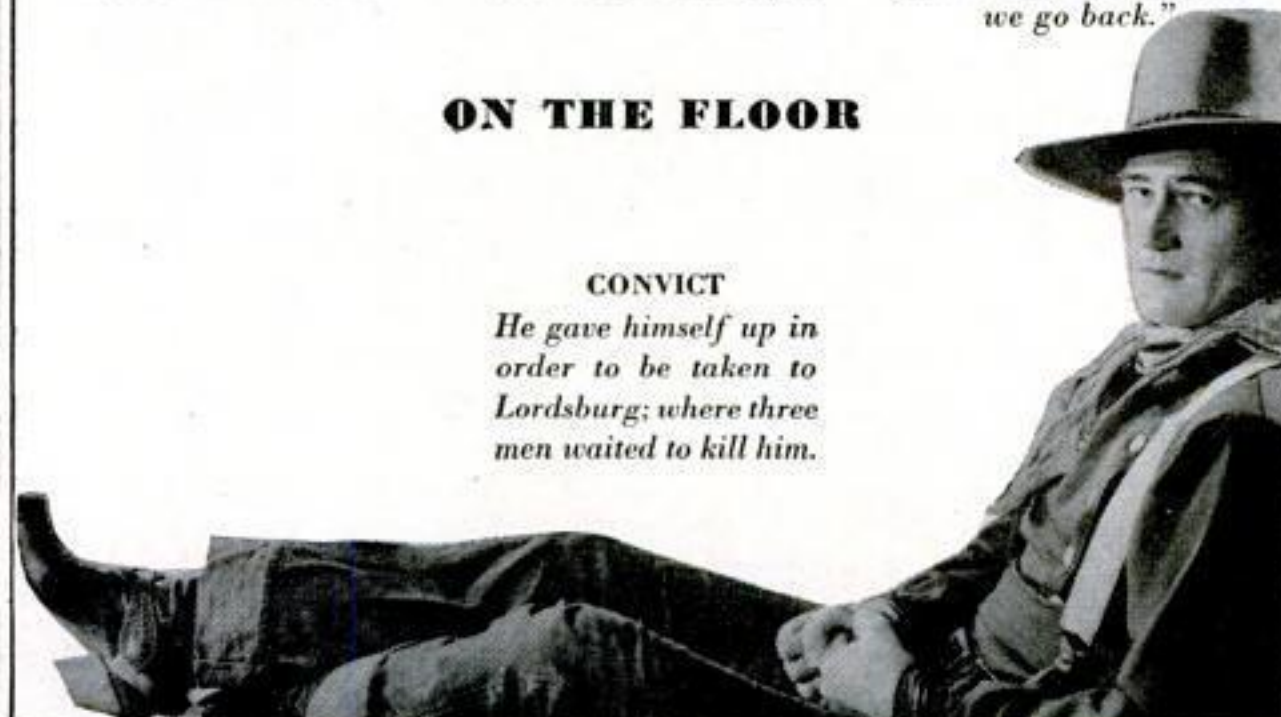


**DANCE-HALL GIRL**  
*Nothing mattered but a man she'd never seen before.*



**TRAVELING-SALESMAN**  
*"I'm a married man—father of five—I insist we go back."*

### ON THE FLOOR



**CONVICT**  
*He gave himself up in order to be taken to Lordsburg; where three men waited to kill him.*

This One



UE6Z-PL8-TUYC



# 4 GENERATION FEEDING TEST POINTS WAY TO PREVENT MANY DOG AILMENTS!

3rd-generation  
Cocker—fed on  
Pard exclusively!



230 dogs have enjoyed complete freedom from nervousness, excessive shedding, dietary skin irritations, while fed Pard and water exclusively in Swift's Research Kennels. Above-normal growth and development recorded!

● Here's the *inside* story on why careful dog owners and veterinarians in growing numbers are switching to Pard exclusively!

For 4½ years now the Pard Generation Feeding Test has been under way in Swift's Research Kennels. With 230 dogs, representing 4 consecutive generations, fed only Pard and water, important facts have been established.

For example, Pard has kept

every one of these dogs free from such common ailments as nervousness, dietary skin irritations, excessive shedding. It has brought in every instance an *above-normal* record for growth and development. And not one dog has had a sick day due to digestive disturbances.

You want a vigorous, healthy, happy dog. Then give him the low-cost protection that Pard offers. Pard is not a single food—but eight foods in one, providing the elements every dog *must* have.

**Winners in Pard's \$5,000.00 First Prize Puppy-Naming Contest to be Announced Next Week!**

Watch for the names of the first, second, and third prize winners in the next issue of this magazine! Other winners will be notified by mail.



Regular analyses in Swift's Nutritional Research Laboratories assure uniform quality of Pard.

A SWIFT & COMPANY PRODUCT



MANY VETERINARIANS, CRUSADING AGAINST HIT-OR-MISS FEEDING, RECOMMEND PARD!  
Dr. C. L. M., Illinois, says: "In 9 cases out of 10, malnutrition is the real cause of a run-down condition." In such cases, Dr. M. recommends Pard.



# PARD

... SWIFT'S  
SCIENTIFICALLY  
BALANCED  
DOG FOOD

## LETTERS TO THE EDITORS (continued)

were placed side by side in the grandparents' home. Later that day their dog was heard barking furiously and upon investigating they found him looking up at the pictures. Barking is his usual way of greeting the grandchildren.

The dog's action in this case was not influenced by anyone.

MAX FARABEE

Indianapolis, Ind.

Sirs:

You state that Mr. Lawrence Horswell doesn't think a dog could recognize a picture.

Here's one of my dog Toby and a life size photo of himself. If Mr. Horswell could see Toby's antics with his picture, I think he'd change his mind.

ALMA LEE ALDRICH

Grafton, W. Va.



TOBY AND PICTURE

Sirs:

I was very much interested in Mrs. Shaddock's letter regarding her cocker spaniel recognizing the picture of Peake the cat on the Chesapeake and Ohio calendar. Our cocker spaniel, Buff, who loves to chase cats, recognized the same picture hanging on our wall without her attention's being called to it, and barked her head off the first time she saw it.

No one can convince me dogs do not recognize pictures, especially cocker spaniels.

MRS. MABEL G. KELLER

Doylestown, Pa.

● LIFE herewith stops trying to convince its readers that dogs do not recognize pictures, leaves the matter open. —ED.

Bette for Scarlett

Sirs:

Bravo on your write-up of a great actress, Bette Davis (LIFE, Jan. 23)!

KATHERINE FRANTZ

New York, N. Y.

Sirs:

I heartily agree with your Mr. Busch that Bette Davis is the greatest actress on the screen.

Although Vivien Leigh has been signed for the role, I, and many others, still say that Davis is the only girl who could really do the part of Scarlett O'Hara true justice. The gal's got guts and, believe me, that Southern belle sure had her share.

Miss Leigh looks like Snow White.

KAY GARFIELD

Miami, Fla.

Artie Shaw & Jitterbugs

Sirs:

Swing devotees can thank LIFE for its write-up of the rising Artie Shaw (LIFE, Jan. 23). His band is probably the most "solid-sending" outfit in America today.

P. A. LEAVENS

Oceanside, L. I.

Sirs:

It is most disgusting for any true lover of jazz to witness the exhibitionism of jitterbugs. Another unpardonable sin shown is the tapping on glassware in

what the ickies think is true time, thus spoiling the music for those who really appreciate it.

VERNON JOHNSON

Kingston, Wash.

Sirs:

Your Artie Shaw article and pictures recall a sermon against the "sin of dancing," delivered by a clergyman in a Middle Western town in the winter of 1889. Part of the sermon was as follows:

"The hour is late. There is a delicious intoxication of motion and music—perhaps of wine—in the blood. There is a strange, confused sense of being individually observed among so many, while yet the natural noble shame which guards the purity of man and woman alone together is absent. Such is the occasion, and still hour after hour the dance whirls its gay kaleidoscope around, bringing hearts so near that they almost beat against each other, mixing the warm breath together, darting the fire of electricity between the meeting fingers, flushing the face, and lightening the eyes with a quick language."

ROBERT M. BOLTWOOD

University of Chicago  
Chicago, Ill.

Sirs:

Difficult it is to convince my relatives in France that the average young American of either sex is a high grade moron. . . . Your jitterbug pictures help wonderfully to show them I am right.

It does seem a bit cruel, though, to show up these young people so pitilessly. Instead of pandering to their low tastes, could not the radio, the magazines, do something to help raise their standards—improve their tastes? I cannot believe their case is as hopeless as it appears.

A. DEVEREUX

Lakeland, Fla.

Kilt History

Sirs:

In your issue of Jan. 23 you say that the Scottish kilt was devised by an Army tailor about 1760. I am 16 and a high-school senior, but I believe I know a little more about Scotland than you seem to.

After the defeat of Charles Stuart or "Bonnie Prince Charley" in 1745 at Culloden Moor, the English government forbade the wearing of the kilt or of any part of Scottish dress. The Highland men hated to wear trousers, they had never worn trousers, but they had to wear them or be shot down at sight. That was the origin of the "trews" or tartan trousers in the picture.

The kilt is positively known to have developed from an earlier one-piece garment; the plaid, between the 11th & 17th Centuries as a separate garment. After the restoration of some of their rights in 1781, the Highlanders were gradually forgiven, and due to the novels of Scott the kilt, once despised, was romanticized and even popularized all over the kingdom. But Highlanders did not wear trousers before the proscribed period 1745-81, and they had worn kilts.

JOAN OLCH

Dayton, Ohio

● Reader Olch is right in saying that the kilt existed before Culloden, but it was part of a large tartan which was also fastened to the shoulder to form the plaid. Today the kilt and plaid are separate garments. —ED.

Boy Reformed

Sirs:

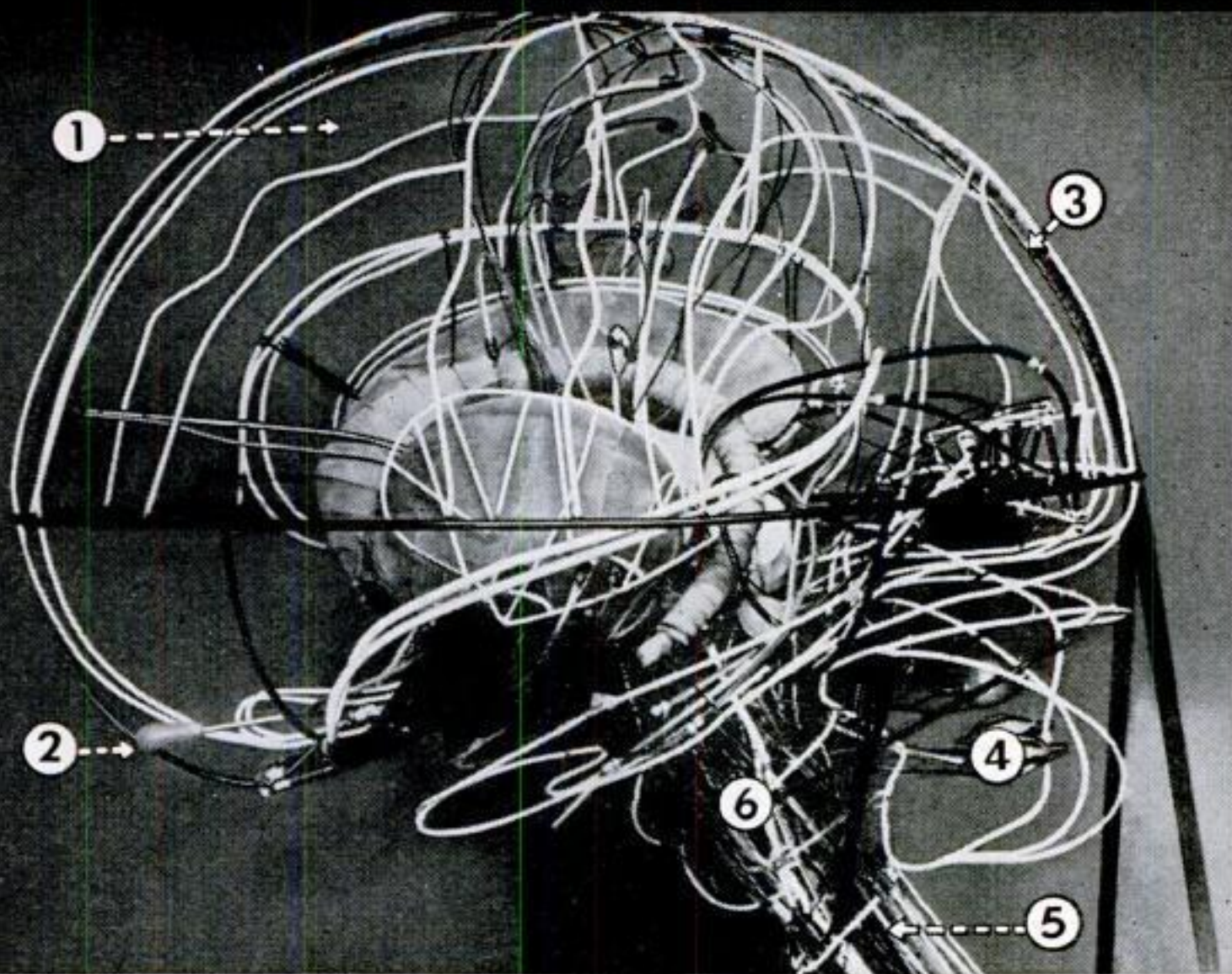
Thanks for publishing the article on teeth. Our boy of 10 has the usual hatred of toothbrushes. The day your Jan. 16 issue arrived we found him industriously brushing without being asked to do so. When his mother expressed surprise he said he was brushing "the LIFE way" and that was different. Three days have passed and he regularly brushes "the LIFE way." You have our sincere thanks for a valuable bit of inspiration.

MR. & MRS. R. P. GORHAM

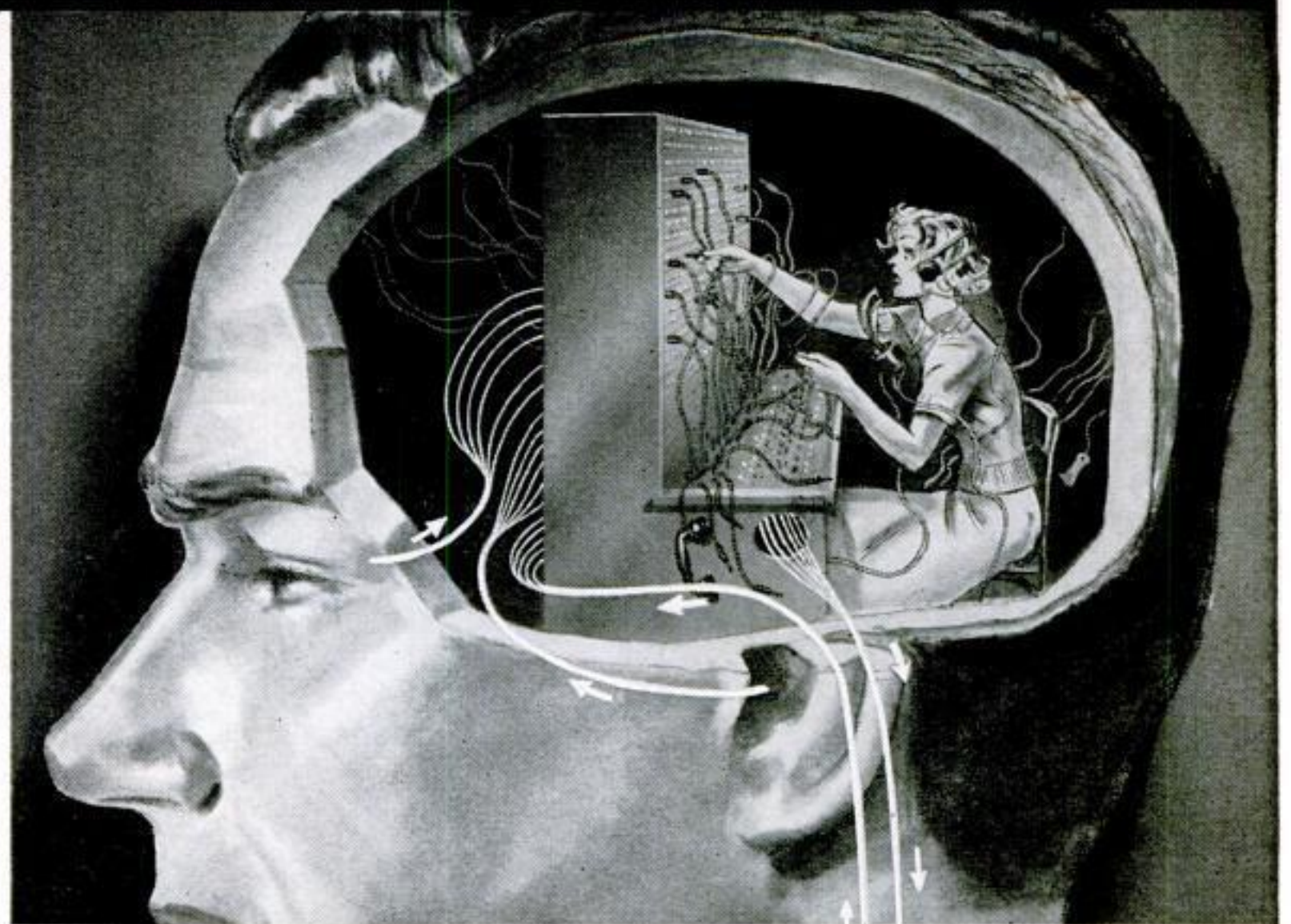
Fredericton, New Brunswick.



## THE NERVES IN YOUR BRAIN ARE DISTURBED WHEN YOUR HEAD ACHES



This model of the brain shows the major nerves (white lines). They control (1) speech, facial movements, (2) smell, (3) vision, (4) muscular action, body balance. The spinal cord (5) carries nerves to and from the lower part of the body; the Pons Varolii (6) transmits nerve impulses between the spinal cord and the brain.



When your head aches, your delicate, complicated nervous system is disturbed. Nerve impulses do not go out as accurately as usual. It's very much as if the "central" at a big telephone switchboard became confused—failed to handle calls correctly. Business would slow down, as you do when you have a headache.

# HEADACHE STRAINS YOUR NERVES

**With a headache, your nervous system is disturbed. You feel irritable, depressed, find it hard to think or concentrate. That's why headache is best treated with a special kind of remedy—made to do at least 2 important things . . . relieve pain fast—and steady your nerves.**

**Bromo-Seltzer does both. Tests by a group of doctors have proved this.**

HEADACHE places a great strain upon your nervous system. You can see how vitally this nerve strain may affect your efficiency if you look at the two pictures above. Everything may slow down . . . your ability to think . . . your ability to co-ordinate. In addition, you have a feeling of tension, irritability.

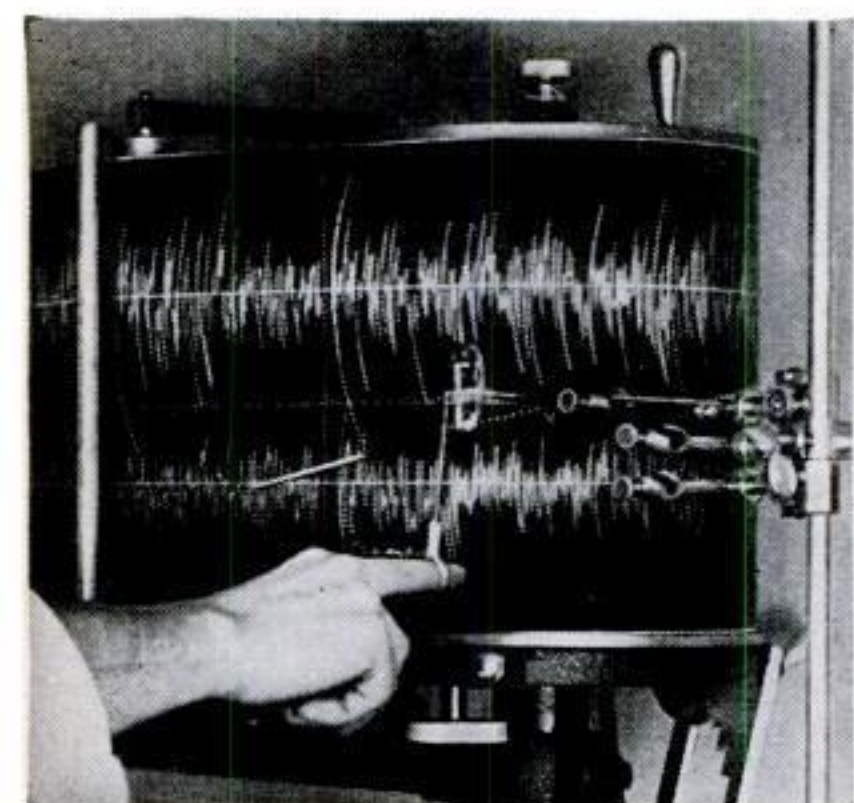
For more complete headache relief, you need a special kind of remedy. One which not only relieves the pain of the headache quickly, but also relieves nerve strain—

helps the upset nervous system to function with normal speed and accuracy and lack of tension. Bromo-Seltzer does both. That is why, after Bromo-Seltzer, you so quickly feel steadier, calmer, more yourself.

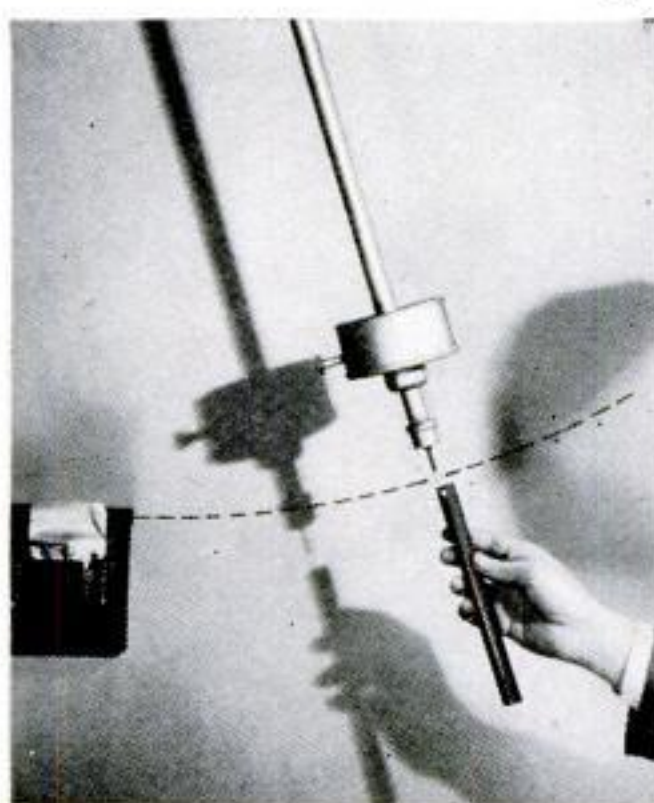
Millions have found this added benefit a vital help.\* Try Bromo-Seltzer—a heaping teaspoon in  $\frac{1}{2}$  glass of water. It tastes refreshing. Helps you fast! Keep it at home. Buy it at all drugstores—soda fountains!

*\*For frequently recurring or persistent headache, see your doctor. For the ordinary headache, take Bromo-Seltzer.*

## How BROMO-SELTZER calms your NERVES



**THE TREMOGRAPH** measures nerve steadiness. The subject's finger is attached to a "writing arm," which he tries to guide along a straight line. The "jittery" arcs (top) were made by a man with headache. The steadier arcs (bottom), made by the same man after taking Bromo-Seltzer, show only a normal deviation from the line—indicate steadier nerves.



**THE PURSUIT PENDULUM.** Here is a test of the co-ordination between hand and eye. A thin stream of water flows from the end of the pendulum as it swings from left to right. The subject tries to catch as much water as he can in each of 25 copper test tubes. After this experiment,



**THE SCIENTIST** measures the amount of water collected. A number of headache sufferers took part in this test. It was found that headache impaired eye-hand co-ordination. After Bromo-Seltzer, co-ordination improved 8 to 9%, as measured by the amount of water collected.



**When headache comes, think of your nerves—TAKE BROMO-SELTZER**



# This is Patriotism

We're for patriotism!

But our brand is not the doting kind that cannot or will not recognize America's *weaknesses* and *needs*.

LIFE, on the contrary, feels it has a positive duty to examine even controversial and inflammatory national subjects with *open eyes*—and to report and interpret them honestly in LIFE's pages.

For instance . . .

**LIFE** recently presented certain facts about *America's army, arms, and potential war industry*. They were, for the most part, disturbing and unflattering facts. But they were fundamentals that the *useful* patriot should grasp before making and voicing his decisions on President Roosevelt's rearmament program.

That's why LIFE printed them.



FROM LIFE'S "STORY OF THE NEGRO"

The American Negro is another touchy American problem. It has influenced our economy and history for more than 300 years. It is a question often obscured by passion and prejudice. But today the Negro is America's *largest minority problem*. And Americans must digest the *truth*

about this condition—if they are ever to work out a happy solution.

That is why LIFE presented its recent "Story of the Negro."

It is important to the ideals of democracy on which America is built that *no* religious faith falls victim to intolerance, suffers suppression, or becomes a political butt. One way to promote tolerance, and to eliminate misconceptions, is to encourage *understanding* of the other fellow's belief.

That is why LIFE has devoted many words and many pictures to many faiths.



FROM A LIFE RELIGIOUS FEATURE

How badly is America housed? Beyond doubt the answer to this question determines to a great extent how desirable an America we live in. LIFE has repeatedly pictured this problem . . . some of its possible answers, governmental and private . . . the need of a Building Boom . . . the *dangers* of one that runs wild just for Boom's sake. LIFE believes that better homes will mean



a better chance for American children to become the kind of citizens their country needs.



FROM A LIFE REPORT ON HOUSING

That is why LIFE has tackled the housing problem—and has done it in such a way as to give direction and impetus to its solution.

Take, then, our neighbor to the south—*South America*. The Lima Conference only recently aroused many in the United States to a realization of how inextricably the welfare and future of our twin continents are linked. But . . . LIFE's editors have *always* recognized this com-



# -with its eyes open



FROM LIFE'S REPORT ON REARMAMENT

munity of interests as vitally important, a vitally *American* concern.



FROM LIFE'S COVERAGE OF THE LIMA CONFERENCE

That's why LIFE, during the past two years and more, has presented so many illuminating reports on matters South American.

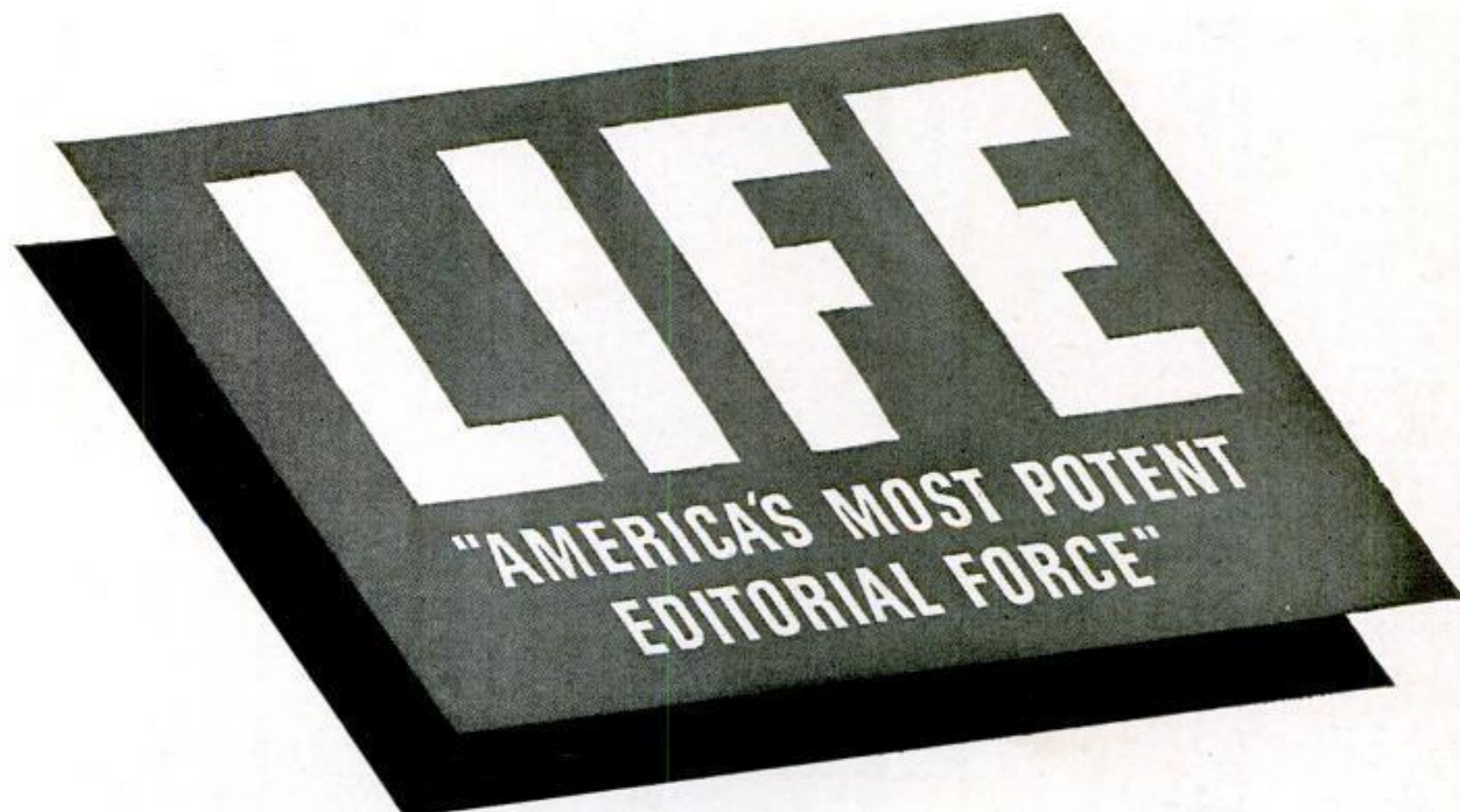
Yes, LIFE is for patriotism—and for journalism that not only nourishes it but also keeps the *practical patriot informed and alert*. This kind of journalism, we believe, performs an

invaluable service in helping to keep America a safe and progressive democracy—and has behind it the sincere hope that it will contribute to an American future even greater than the American past!

LIFE is peculiarly fitted to render this service. LIFE's new *picture-and-word* editorial technique presents the truth to *many millions* in

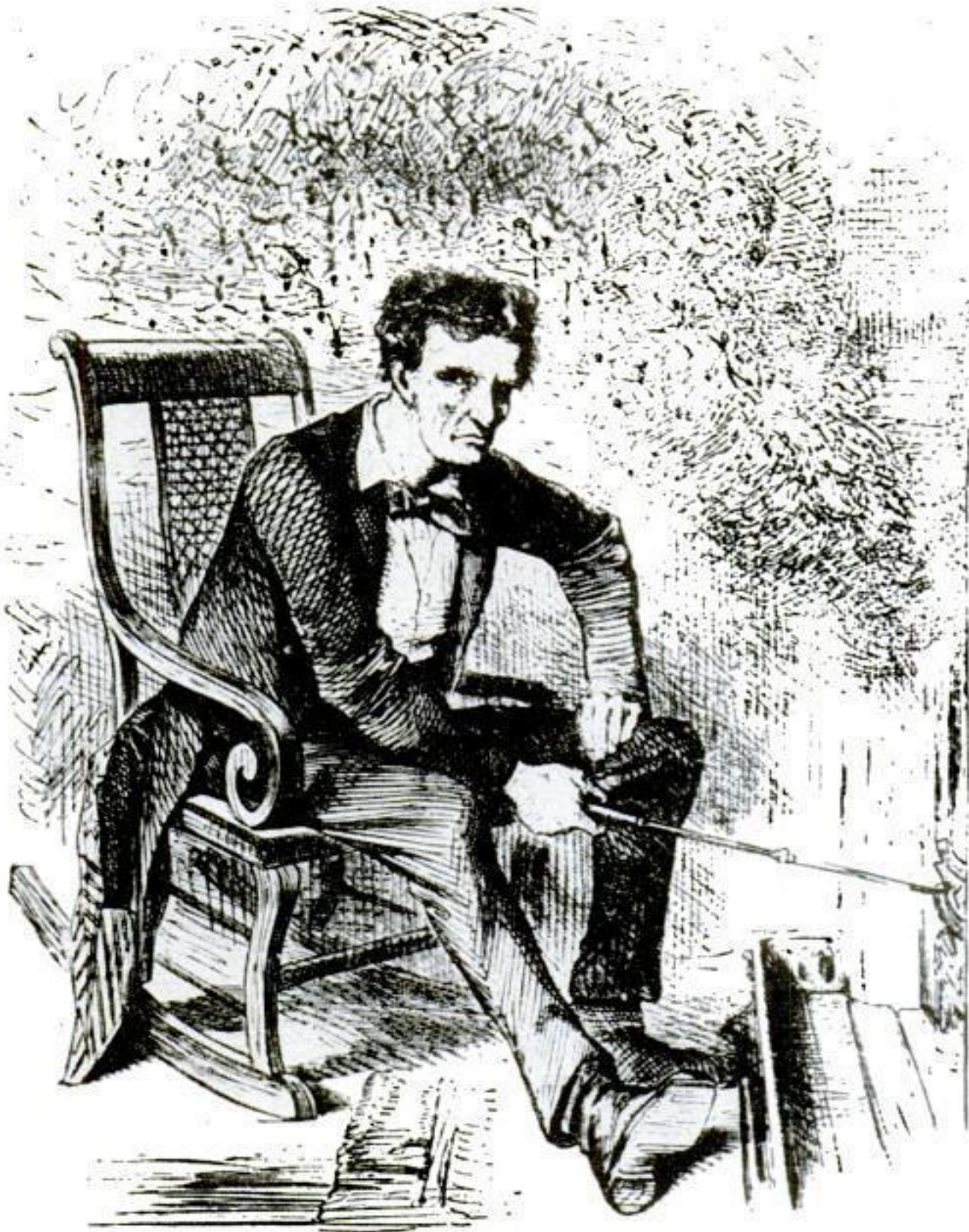
an attractive, exciting, and easily absorbed form.

We think it's a singular tribute to the healthy quality of America's mind that this policy has made LIFE the greatest success in all publishing history—that LIFE is now seen and read by more people than ever before read a magazine—that LIFE has become definitely established as *the most potent editorial force in America!*





PUNCH, OR THE LONDON CHARIVARI.—May 11, 1861.



### THE AMERICAN DIFFICULTY.

PRESIDENT AB. "WHAT A NICE WHITE HOUSE THIS WOULD BE, IF IT WERE NOT FOR THE BLACKS!"

LINCOLN WAS FIRST SHOWN IN 1861 AS AN INTELLIGENT, CLEAN-SHAVEN MAN

PUNCH, OR THE LONDON CHARIVARI.—JANUARY 11, 1862.



### "UP A TREE."

Colonel Bull and the Yankee 'Coon.

'COON. "AIR YOU IN ARNEST, COLONEL?"  
COLONEL BULL. "I AM."  
'COON. "DONT FIRE—I'LL COME DOWN"

IN THE SAME YEAR, AFTER THE BLOCKADE BEGAN, HE APPEARED AS A TREED RACCOON

PUNCH, OR THE LONDON CHARIVARI.—JULY 26, 1862.



### THE LATEST FROM AMERICA;

Or, the New York "Eye-Duster," to be taken Every Day.

AS A DECEITFUL BARTENDER: IN HIS HANDS DEFEAT TASTES LIKE VICTORY

PUNCH, OR THE LONDON CHARIVARI.—AUGUST 9, 1862.



### ONE GOOD TURN DESERVES ANOTHER.

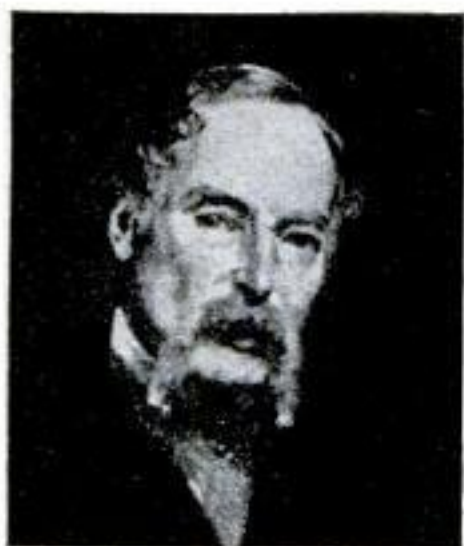
Old Abe. "WHY I DU DECLARE IT'S MY DEAR OLD FRIEND SAMBO! COURSE YOU'LL FIGHT FOR US, SAMBO. LEND US A HAND, OLD BOSS, DU!"

AS A RECRUITING OFFICER: ARMING UNWILLING NEGROES WHOM HE HAD FREED



# SPEAKING OF PICTURES

## THIS IS LINCOLN IN ENGLISH EYES



Abraham Lincoln, the most loved figure in American history, was also its most hated. The South fought him with cannon and musket. England, allied to the South commercially, fought him with pen and ink. In *Punch* cartoonists pounded away at the

Great Emancipator with their heavy artillery until he was no longer the clean-cut figure whom they first portrayed in 1861 (top left on opposite page) but a bearded ruffian, vulgar charlatan and repulsive beast. They fired his eyes with demonic cunning. They stretched his feet to grotesque size. They messed up his hair till it became a shaggy mane. They twisted his face into a sinister look, and they broke his back till he sagged like a gorilla.

The cartoons shown here are mostly by Sir John Tenniel (inset), greatest English cartoonist of his day, whose *Dropping the Pilot* in 1890 is a masterpiece of cartoon history. What love *Punch* felt towards the slaves, it lost when the North blockaded English commerce with the South. It reviled Lincoln's proclamation freeing the slaves as a trick to get colored troops, and his re-election in 1864 brought forth Tenniel's most bitter caricature, *The Federal Phoenix* (below), who rises, plumes unruffled, from "a holocaust huge of rights, commerce, and credits."



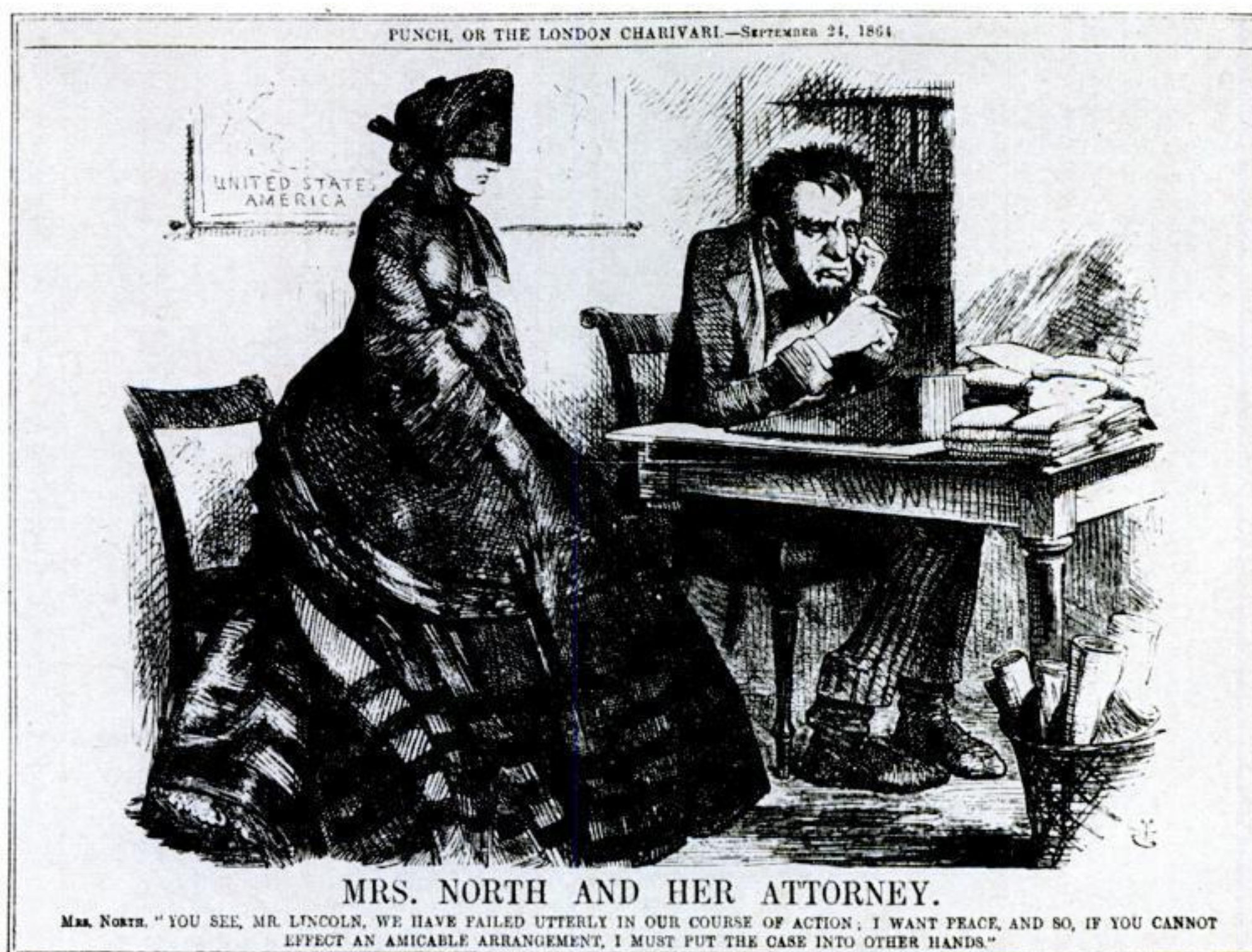
TENNIEL HAD LINCOLN THRIVING ON DESTRUCTION



### THE OVERDUE BILL.

MR. SOUTH TO MR. NORTH. "YOUR 'NINETY DAYS' PROMISSORY NOTE ISN'T TAKEN UP YET, SIRREE!"

PUNCH TAUNTED NORTHERN BOASTS OF VICTORY IN 90 DAYS, DISMISSED UNFAVORABLE NEWS OF THE SOUTH



### MRS. NORTH AND HER ATTORNEY.

MRS. NORTH. "YOU SEE, MR. LINCOLN, WE HAVE FAILED UTTERLY IN OUR COURSE OF ACTION; I WANT PEACE, AND SO, IF YOU CANNOT EFFECT AN AMICABLE ARRANGEMENT, I MUST PUT THE CASE INTO OTHER HANDS."

IN 1864 TENNIEL SHOWED LINCOLN, SLOUCHED OVER LIKE A GORILLA, PURSUING AN UNPOPULAR WAR





## "Wild horses couldn't drag me back!"

**M**E a-slavin' away and standin' on my poor feet all day, to do up his shirts the way he likes 'em—and what thanks do I get for it?

"Maggie!" he says. "What have you done to my shirts?" he says. "They've shrunk so they'd choke a canary!"

It riled me clear through. "Mr. Smith," I says. "When a man buys shirts without lookin' to see what it says on 'em, why he deserves to have 'em shrink," I says.

"Those shirts said 'pre-shrunk'," he hollers back. "And I don't know what you do to them."

"Dear, dear!" I says, sarcastic. "So they was 'pre-shrunk', was they? Well, it's a poor innocent you are to think the words 'pre-shrunk' is any guarantee against shrinkin'!" And with that, I ups and packs.

When I gets through, there was Mrs. Smith a-calmin' him down and beggin' me to stay.

"Wild horses couldn't drag me back," I says. "But

I'll do you a favor before I leave. I'll tell you the only sure way to get a shirt that will stay the same size when it's washed. Get one that's Sanforized-Shrunk!"

"That's what I was telling him, Maggie," puts in Mrs. Smith. "I was reading an article in Good House-keeping Magazine—and they say that Sanforized-Shrunk shirts can't shrink out of fit."

"How come?" says Mr. Smith, still suspicious.

"Sanforizing is the shrinking process that is accurate and controlled," says the missus. "It's protected by 195 patents. When you get a Sanforized-Shrunk fabric you know that the shrinkage has been taken out within a tiny 1%, by Government standard test!"

Mr. Smith stares at her, and then turns to me.

"Is that so, Maggie?" he says.

"Gospel!" I answers back prompt. "I washed enough

Sanforized-Shrunk shirts to know. My John wouldn't dream of buyin' any other kind—and he says that now you can get 'em in all prices and materials."

"My apologies, Maggie," he says, humble as pie. "And if you'll unpack your bag, I'll raise your wages on the spot."

"On one condition," I says. "Throw them chokin' shirts away and start over with shirts that say Sanforized-Shrunk."

"And not only shirts, Maggie..."



Tell Mrs. Smith to look for the words "Sanforized-Shrunk" whenever she buys anything made of cotton, linen, or spun rayon.

- Women's Dresses
- Nurses' Uniforms
- Men's Shirts, Slacks, Work Clothes
- Men's Pyjamas and Shorts
- Children's Garments
- Slip-covers and Draperies

To be sure of permanent fit... look for the words... *Sanforized-Shrunk*



# SPEAKING OF PICTURES

(continued)



TOM TAYLOR WROTE THE FATEFUL PLAY, ALSO THE REDEEMING POEM

Lincoln's assassination shocked the entire world, including *Punch* which promptly recanted its previous record of biting cartoons and venomous satire. Tenniel made personal amends by drawing a warm picture of Britain paying homage at the bedside of the great leader (below). *Punch* published an exquisitely moving poem by one of its editors, Tom Taylor (above), who by an ironic twist of history was the same man who had in 1858 written *Our American Cousin*, the comedy poking fun at Yankee traits, which Lincoln was watching at Ford's Theatre when Booth shot him.

In his opening stanza Taylor berated *Punch* and Tenniel for mocking Lincoln. But not all *Punch* editors swung around to this sympathetic view. As one of them noted: "Let out my views against some verses on Lincoln in which Taylor not only made *Punch* eat humble pie, but swallow dish and all." Some of the mouthfuls which Taylor made *Punch* swallow run:

*You lay a wreath on murdered Lincoln's bier,  
You, who with mocking pencil went to trace  
Broad for the self-complacent British sneer  
His length of shambling limb, his furrowed face.*

*Yes, he had lived to shame me from my sneer,  
To lame my pencil, and confute my pen—  
To make me own this kind of princes peer,  
This rail-splitter a true-born king of men.*

*The Old World and the New, from sea to sea,  
Utter one voice to sympathy and shame!  
Sore heart, so stopped when it at last beat high,  
Sad life, cut short just as its triumph came.*



TENNIEL MADE UP FOR PREVIOUS ATTACKS ON LINCOLN WITH THIS TRIBUTE

## Attack a COLD two ways with Sal Hepatica



**THE MRS.:** Kerchoo! I'm catching cold, kerchoo! It would be just my luck, after all these months of training, to be sick in bed the day I'm to ride in the Horse Show.

**THE MR.:** Not if I can help it. You're going right in and take my double-quick remedy—Sal Hepatica.



**THE MRS.:** Double-quick? You mean—Sal Hepatica helps fast?

**THE MR.:** It acts fast—two ways. First, as a laxative, it's gentle yet speedy—and speed is important in fighting a cold. Second, it helps Nature to counteract the acidity that very often accompanies a cold. So drink up!



**THE MR.:** Sa-ay! The way you're taking ribbons and cups, we'll have to build a trophy room! I certainly married a wonder!

**THE MRS.:** You mean *I* did! If my wonderful husband hadn't known that Sal Hepatica helps attack a cold in a hurry, where do you suppose I'd be?



**TUNE IN!** Fred Allen in "TOWN HALL TONIGHT"—Wednesday, 9 P.M., E.S.T.



# "I'll lose my job if I don't get some sleep!"



Do you dread the coming of bedtime and the torment of being unable to sleep? Tonight, decide that you won't face another morning with a weary body and jumpy nerves. There's a way that thousands, who could not sleep, have successfully tried—it's simply this...



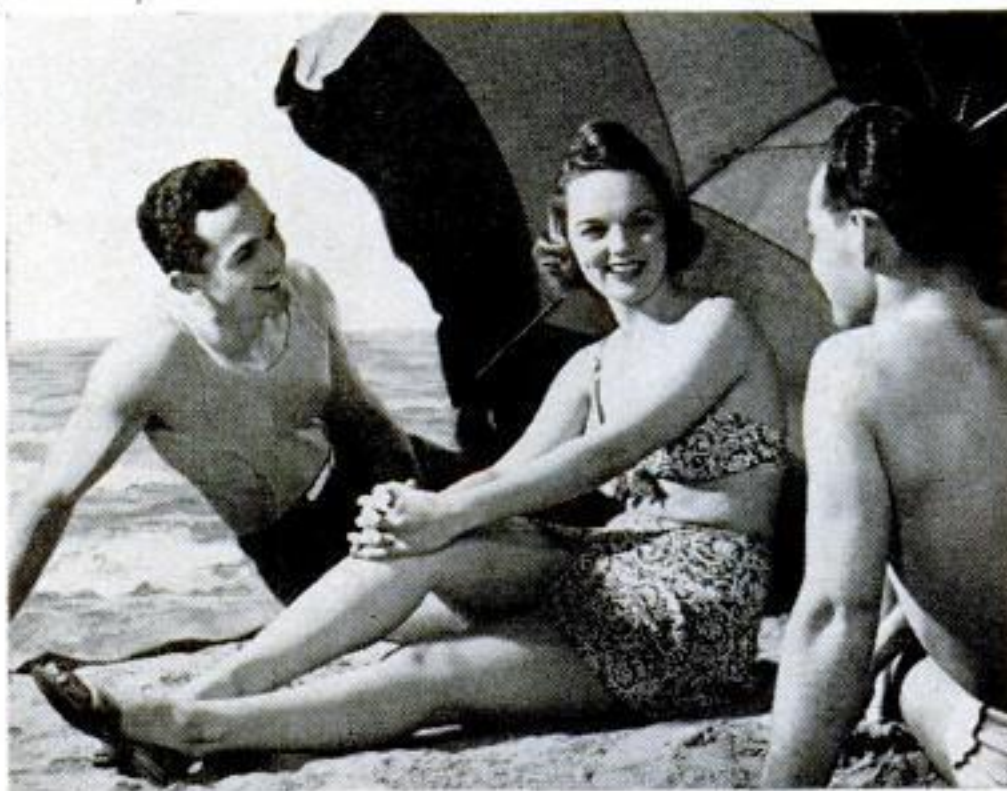
Just before retiring you drink a cupful of delicious Horlick's Malted Milk, hot. Sip it slowly. Notice how you begin to feel soothed and relaxed all over—even a little drowsy, perhaps, before you've finished the drink...



Now climb into bed and adjust yourself comfortably. The hot Horlick's is already giving your stomach just enough light digestible food to help calm your usually wakeful brain. Very likely, without trying, you'll go easily, peacefully, soundly to sleep.

## Underweight? Do as she did!

Many a girl or woman who has been thin almost to the point of scrawniness, gives grateful credit to Horlick's Malted Milk for an enviable new attractiveness of figure. Men, as well as women, who are underweight and run down often add pounds of firm new weight by drinking refreshing Horlick's several times a day.



Children as well as grown-ups thrive on Horlick's, for over half a century the great American food-drink for all ages. Plain or chocolate flavored. Also in compact tablets—nourishing and delicious—to eat like candy. Horlick's is potent in full-cream milk, extracted nutriment of wheat and malted barley; with minerals good for teeth and bones, and natural vitamins as well as proteins required for growth. Horlick's is produced to meet a need and not a price—and yet, so rich is it in food content that you'll find using it economical. Insist on Horlick's because Horlick's is made to strict laboratory standards of purity. It is not a mere mechanical mixture but is pre-cooked in vacuum at low temperatures.



# HORLICK'S THE ORIGINAL MALTED MILK

## LIFE'S PICTURES



Ralph Morse, who took the pictures of the DeMolay party and initiation on pages 70-73, is 21 years old and one of the youngest photographers who has worked for LIFE. Readers will remember his pictures of the Crazy-House party (Dec. 12), the Artie Shaw party (Jan. 23) and Men's Hats (Oct. 10). Morse went to the College of the City of New York, where he was business manager of the college daily, *Clinton News*. In his spare time he worked for three years in picture laboratories, developing and printing, before becoming a photographer on his own.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes) unless otherwise specified.

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17—T. ACME  
18, 19—Drawing by HOWARD BRODIE  
20—MOVIE TONE NEWS, A. P. (2)—P. L. ACME, FRANCIS MILLER—A. P.  
21—GORDON COSTER  
22—INT., A. P., W. W.—ACME, A. P., ACME—INT., A. P.  
23—INT.  
24, 25—HANSEL MIETH—OTTO HAGEL  
26—BERNARD HOFFMAN exc. bot. lt.  
27—BERNARD HOFFMAN  
28, 29—INT.  
30—PATHÉ NEWS  
33, 34, 35—CARL MYDANS  
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41—Courtesy SAN FRANCISCO WORLD'S FAIR exc. t. lt. A. P.  
42—Courtesy SAN FRANCISCO WORLD'S FAIR  
44, 47, 48, 49—M-G-M  
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51—R. BRANDT from B. S., PIERRE VERGER from B. S.  
52, 53—PIERRE VERGER from B. S., H. H. HILLSHIRE (2), PIERRE VERGER from B. S.—PAN-AMERICAN AIRWAYS, H. ARMSTRONG ROBERTS—PIERRE VERGER from B. S., JAIME VALDES from FOTO NEWS, PIERRE VERGER from B. S., MRS. ENRIQUE B. MAGALONA from FOTO NEWS  
54—T. and bot. rt. H. H. HILLSHIRE; bot. lt. EDGAR SNOW  
55—Cen. H. H. HILLSHIRE; bot. PIERRE VERGER from B. S.  
56, 57—H. H. HILLSHIRE, FURAKAWA, H. H. HILLSHIRE—PIERRE VERGER from B. S.  
58—MERL LA VOY from HILLSHIRE exc. t. rt. PROF. H. OTELEBY BEYER  
59—H. H. HILLSHIRE  
60—EISENSTAEDT-PIX  
61—KARGER-PIX exc. t. rt. EISENSTAEDT-PIX  
62—EISENSTAEDT-PIX  
64—NEW YORK TIMES  
66—HERBERT GEHR from B. S.  
68—RICHARD SCHOLZ exc. bot.  
69—JIMMY JONES of NEWS-TELEGRAM exc. t. G. P.  
70, 71, 72, 73—MORSE-PIX

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*Women that stop  
men cold  
always stand out  
alone or in groups*

ONE REASON will usually be found in the way they look and feel.

A clear skin... that is, a skin not only clear, but beaming with health and vitality... actually excites one to admiration.

Men are smart enough to always want to look their best, too.

### rich, red blood necessary

And all this is quite simple, because when you have rich, red blood coursing through your body, you possess genuine vitality... the kind that makes for strength, energy... a wholesome complexion... and that assurance of well being.

If worry, overwork, undue strain, colds, or some sickness has reduced your blood strength, S.S.S. Tonic, in the absence of an organic trouble, will help you to build the blood back up to normal again.

### an aid to digestion

Further, S.S.S. Tonic will help you to enjoy and get more value out of the food you eat... it whets the appetite... and stimulates natural digestive juices... a very important step back to health.

You, too, will want to take S.S.S. Tonic to help regain and maintain your red-blood-cells... to restore lost weight... to regain energy... and to give back to your skin that much desired natural glow.

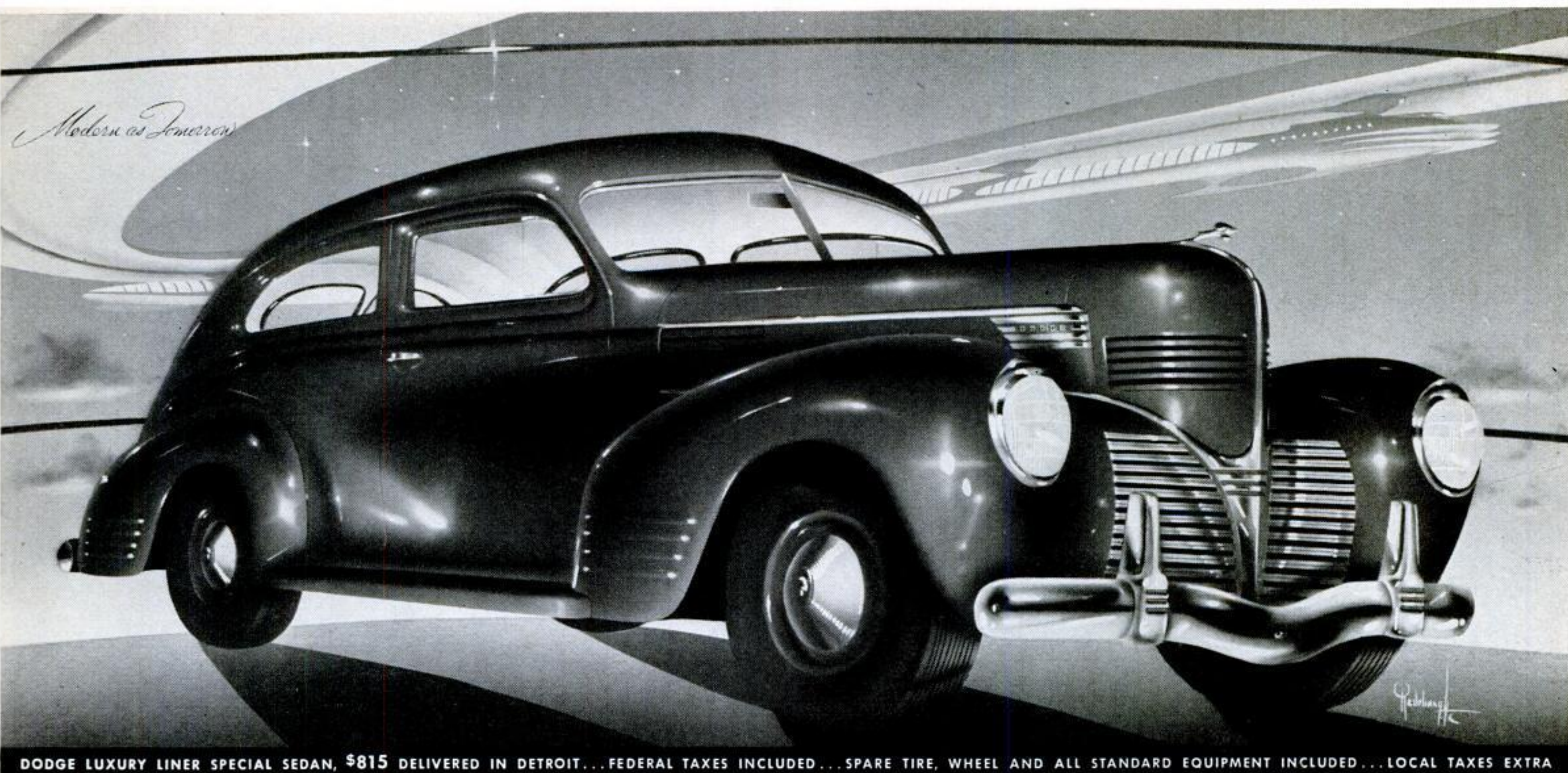
Buy and use with complete confidence, and we believe you, like thousands of others, will be enthusiastic in your praise of S.S.S. Tonic for its part in making "you feel like yourself again."

At all drug stores in two sizes. You will find the larger size more economical.

© S.S.S. Co.

*S.S.S. Tonic stimulates the  
appetite and helps change weak  
blood cells to strong ones.*





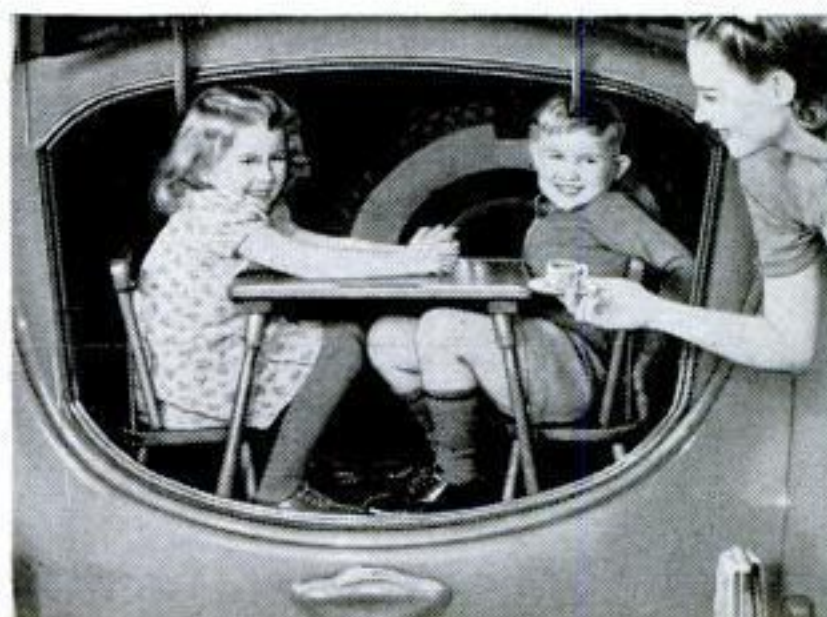
DODGE LUXURY LINER SPECIAL SEDAN, \$815 DELIVERED IN DETROIT...FEDERAL TAXES INCLUDED...SPARE TIRE, WHEEL AND ALL STANDARD EQUIPMENT INCLUDED...LOCAL TAXES EXTRA

# WHAT 1939 CAR IS PACKED WITH *New Ideas?*

**TAKE A LOOK**  
*—that's all Dodge asks!*



**TAKE A LOOK!** New handy gearshift near the steering wheel — yours at no extra cost! You shift in the standard "H" pattern — nothing new to learn! Not an "attachment" but an integral part of car. Floor is clear for real comfort for three in front!



**TAKE A LOOK!** New Dodge luggage compartment, 27% larger! Unlike old "trunk style" compartments, it's *completely concealed* beneath wind-streamed rear "ensemble!"



**TAKE A LOOK!** New headlights, wider apart, closer to road, for safer night driving! Greater visibility in rain, fog and snow! Radiator grille guards, pictured above, at slight extra cost.

**THIS** year they all "went to town!" Practically all the new 1939 cars boast new ideas, new design, new refinements. Yet this year, as in every year, one car stands out above the others. And motorists are asking: "What 1939 car is the standout...what car gives *most* for the money...*most* in new ideas?"

near the steering wheel—yours at no extra cost!...the new headlights for safer night driving!...the new "Safety Signal" speedometer!

Take a look, too, at the new *invisible* luggage compartment, 27% larger!...new V-type windshield with 23% more safety glass area! Take a look at these and many other brilliant new ideas that will excite you as no previous Dodge ever has!

And last, but not least, take a look at the price tag! Here's where you'll get your greatest thrill—for this big Luxury Liner is priced *even lower than last year's Dodge!* Tune in on the Major Bowes Original Amateur Hour, Columbia Network, Thursdays, 9 to 10 P.M., E.S.T.

We believe we know the answer. But we're going to let you decide. So we simply say: "Take a look...that's all Dodge asks!"

Before you decide on any car, go to your Dodge dealer and take a look at the new Luxury Liner in every exciting detail. Take a look at the new handy gearshift

## New 1939 DODGE *Luxury Liner*

### GOOD NEWS FOR USED CAR BUYERS!

Now you can get a Dodge used car which, in many ways, is just as modern as many competitive-make 1939 new cars—and get

it for only a fraction of the cost! Here's why: there's such a great demand for the new 1939 Dodge that buyers are actually turning in fine, late model Dodge cars 'way ahead of time! And these cars, still "youngsters" in mileage and looks, are being

sold by Dodge dealers at amazingly low prices! What's more, the demand for the new 1939 Dodge by owners of other makes of cars is giving your Dodge dealer one of the finest assortments of all makes and models of used cars in your locality! See him today!

**NEW LOW PRICES!**

**Coupes \$756 and up**      **Sedans \$815 and up**

**ALL FEDERAL TAXES INCLUDED**

These are Detroit delivered prices and include all standard equipment: bumpers, bumper guards, spare tire and wheel, safety glass, fenders and sheet metal painted to match standard body color. Transportation, state and local taxes (if any), extra.

**VISIT YOUR DODGE DEALER FOR DELIVERED PRICES IN YOUR LOCALITY**



*Here he comes...*  
*big as life...*  
**Huckleberry Finn**

... to make you forget the hustle and bustle of the world we live in ... to take you back ... through the way of the heart ... to childhood's happy, adventurous days!

Mark Twain's favorite character ... played by a boy who was *born* to be Huckleberry Finn. A boy whose wholesome personality, impish smile and essential "boyishness" proclaim him as the living image of "Huck."

Mickey Rooney will make you a child again—as you watch him splitting a catfish open ... plotting against the Duke of Bilgewater and the Lost Dauphin ... tormenting and protecting black Jim by turns ... He's as honest as Mississippi mud. He's as human as a cold in the nose. He's the immortal Huckleberry Finn!

*Mark Twain's*

**HUCKLEBERRY FINN**

STARRING

**MICKEY ROONEY**

with **WALTER CONNOLLY**

**WILLIAM FRAWLEY • REX INGRAM**

**LYNNE CARVER • JO ANN SAYERS**

Screen Play by Hugo Butler • Directed by Richard Thorpe • Produced by Joseph L. Mankiewicz

A METRO-GOLDWYN-MAYER PICTURE

"The Wizard of Oz" (in Technicolor) now in production at the Metro-Goldwyn-Mayer Studios





# LIFE

February 13, 1939

Vol. 6, No. 7

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**LIFE'S COVER:** The exotic blonde lady on the cover is Norma Shearer as she appears in *Idiot's Delight*, the Movie of the Week (pp. 44-49). Usually a stickler for screen dignity, Miss Shearer last appeared as Marie Antoinette and before that as Juliet. But this time she is seen first as a mediocre trapeze artist and later as a fake Russian countess of questionable morals. If Miss Shearer were not a top-ranking employee in the company, her performance might be mistaken for a shrewd burlesque of her Metro-Goldwyn-Mayer colleague, Greta Garbo.

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# HOW TO RETIRE ON AN INCOME FOR LIFE

**T**HESE FACTS may surprise you. They show how you can retire on an income 15 or 20 years from today.

For a new idea has come into this business of getting an income for life.

In the old days, there was only one way to retire—you had to be rich. To get a life income of \$100 a month, you had to have something like \$30,000 in good investments. And that was too much money for most of us. Unless you could save it, or inherit it, or make a "killing" in the stock market or sweepstakes, you had to resign yourself to a lifetime of work. And you had to trust your earning power to keep up forever.

### You Don't Have to be Rich

But today, without dipping into your present savings, you can get a retirement income for life through the Phoenix Mutual Retirement Income Plan. If you will send the coupon below, we will mail you our free booklet describing this Plan in detail.

Here is an example of what the Plan will do for you. Suppose you are 40 now and want to retire at 55 on an income of \$150 a month. By following this Plan, you will get:

1. A check for \$150 when you reach 55, and a check for \$150 every month thereafter as long as you live. And if insurable, you can arrange:
2. A life income for your wife or beneficiary in case you die before you reach 55.
3. A monthly disability income for you if, before age 55, total disability stops your earning power for six months or more.

The Plan is not limited to men of 40. You may be older or younger. The income is not limited to \$150 a month. It can be any amount from \$10 to \$200 a month or more. You can retire at any age: 55, 60, 65, or 70. Similar Plans are available to women.

### This Is All You Do

How can you get all this? How does the Plan work? Let's take a typical case. We'll call our man Mr. Jackson.

Mr. Jackson turned 40 back in 1923. He had a wife and two children and though he had a pretty good job, he found it hard to save money. He was apt to get discouraged about his future security.

Somehow he heard of the Phoenix Mutual Plan and called in one of our men. Together they set up a Retirement Plan for Mr. Jackson which would pay him \$150 a month when he reached 55. With this comfortable future guaranteed to him, Mr. Jackson breathed easier.

Then, as each year passed, Mr. Jackson sent us a check to build up his retirement income plan. The amount was no



"My money worries are over for life," he said. "I'm getting \$150 a month as long as I live."

strain on his budget, and he had no trouble in sending it to us.

That's all there was to it. And meanwhile, Mr. Jackson had full protection for himself and for his wife in the event of his permanent disability or death.

Then, a couple of months ago, we sent Mr. Jackson his first retirement income check for \$150. We had a nice letter from him. "Thanks to you," he said, "my money worries are over for life. I find it a little difficult to realize, for the Plan worked out so simply and easily. Though I never was president of my company, I'm going to enjoy life from now on as a successful, retired business man. Incidentally, please send next month's check—and all future checks—to my new address: Lakeland, Florida."

Wouldn't you like to make sure of your own future? It makes no difference if your plans for saving were upset during the past few years. This Plan is an opportunity for you to get the things you want—without risk, without big investment, and without fear of having your plans upset by emergencies such as death, disability or sudden needs.

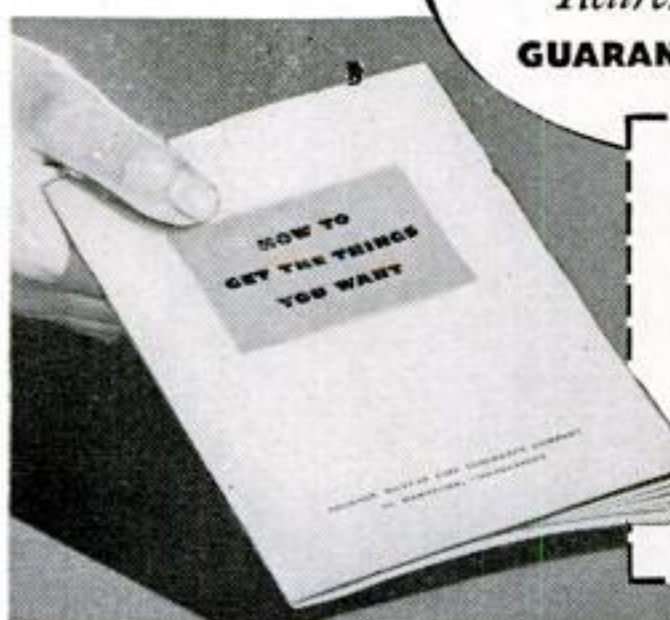
Furthermore, every Plan is backed by Phoenix Mutual, a conservative New England company in its 89th year and with over half a billion dollars of insurance in force.

### Send for Free Booklet

Our free illustrated booklet explaining the Phoenix Mutual Plan has been read by thousands of people all over America. In fact, more than 38,000 people have already decided to retire through this Plan.

Send the coupon below and we will mail you this booklet without cost or obligation.

In a simple, illustrated way, it shows how you can retire on an income guaranteed to you for life. Mail the coupon today—now!



Phoenix Mutual Life Insurance Company  
338 Elm Street, Hartford, Conn.  
Please send me by mail, without obligation, your book describing the PHOENIX MUTUAL RETIREMENT PLAN.

Name \_\_\_\_\_  
Date of Birth \_\_\_\_\_  
Business Address \_\_\_\_\_  
Home Address \_\_\_\_\_

Copr. 1939, by Phoenix Mutual Life Insurance Company





**1** "Man alive, Mother! The pantry's haunted with memories. This old preserving kettle brings back more recollections than the family album. Say, bet you don't remember the time you had this kettle out on the table all ready to put up tomatoes, and by jimminy, when you went out to the patch to pick them, there wasn't a single ripe one left on the vines!"

# A SON CONFESSES

*Boyhood secret revealed on visit to the old home place years later*



**2** "Remember? I should say I do! I was so riled I called up the town constable. I told him in no uncertain terms that there must have been some tramps prowling around our place—making off with our vegetables. And believe you me, I certainly was all for having the law on 'em."



**3** "It's a good thing you didn't—because there wasn't any tramp. It was just Hank Stevens and me and the rest of the gang. As I remember, we were making believe we were pirates that day—foraging for booty. And boy, what plunder those heavy, juicy tomatoes were!"



**4** "Hank had a packet of salt in his pocket—always said a fellow never knew when it would come in handy. I poured some of it into my hand, and I can still remember the taste of the juice as I bit into a great big tomato. I guess it was all over my face. But what grand flavor! I'll never forget it. Fact is—I'd give a lot to taste it again!"

**5** "Landsakes, boy, have a glass of this." And I take a sip of the thickest, reddest, tomato juice I've ever seen.

"Mother, that is the old-home-grown tomato flavor all right. Boy, it takes me right back to days of long ago.

"Pshaw—it's Heinz Tomato Juice—one of the 57 Varieties. And it's a good tonic for boys—at any age."



● No need for confession on the part of Heinz "aristocrat" tomato. His life's an open secret! All Heinz tomatoes are grown from a pedigreed strain developed after sixty-three years of Heinz experimentation and research. Serve Heinz refreshing Tomato Juice at breakfast—lunch and dinner. No refrigerator is well stocked without it. You'll find it's Nature's grandest beverage—a perfect perk-up the whole year through.







**Senate Military Affairs Committee** on White House steps after conference with President on Jan. 31. Left to right, top and bottom: Lewis of Illinois, Reynolds of North Carolina, Lundeen of Minnesota (*t.*), Lee of Oklahoma (*b.*), Holman of Oregon (*t.*), Bridges of New

Hampshire (*b.*), Nye of North Dakota (*t.*), Austin of Vermont (*b.*), Clark of Missouri (*t.*), Gurney of South Dakota (*b.*), Hill of Alabama (*t.*), Sheppard of Texas (*b.*), Minton of Indiana, Johnson of Colorado, Logan of Kentucky, Schwartz of Wyoming, Thomas of Utah.

## FIRE AND SMOKE SWIRL UP IN SENATE DEBATE TOUCHED OFF BY AIRPLANE CRASH



**CRASH OF THIS BOMBER WITH FRENCH AIR EXPERT ABOARD REVEALED PRESIDENT'S PLANE-SELLING PLANS**

**M**ark well the men above. Their faces are worth your thoughtful study. Note that eleven out of 17 of these members of the Senate Military Affairs Committee are from the traditionally isolationist Midwest and West. That is important now because among and around these Senators—swirling up in dire confusion with all the dangerous fire and smoke of a burning airplane—is rising the greatest debate on foreign policy since the Senate “Irreconcilables” of 1919 kept Woodrow Wilson from putting this country into the League of Nations. The issue of this debate is how far America shall go in taking sides in foreign quarrels. The result of it may determine whether America shall have peace or war.

At the base of the whole current dispute lay the same willful secretiveness which made President Roosevelt wait until he was ready to send up the bill before telling the leaders of Congress about his ill-fated Supreme Court Plan. Not until an experimental Northrup bomber of a new type crashed near Los Angeles on Jan. 23 (*left*) and a representative of the French Air Ministry was pulled from the wreckage (*LIFE*, Feb. 6), did Senators learn that the President was actively encouraging sale of American military planes to France. Not the sale but the secrecy set off the fireworks.



# "LIE!" "BOOB!" "BUNK!" CRIES PRESIDENT IN PRESS CONFERENCE, DENYING



Every Tuesday and Friday, 50 to 200 Washington correspondents herd into the oval Presidential office in the executive wing of the White House to match wits with President Roosevelt at one of his regular press conferences. Above is a reconstructed sketch of this famous biweekly event: The President behind his souvenir-littered desk; his secretaries around him; Official Stenographer Horace Kannee at his left elbow; correspondents crowded out in front. This was the setting on Feb. 3 of what Chairman Key Pittman of the Senate Foreign Relations Commit-

tee, who was present, exuberantly called the most important Presidential press conference of all time.

Three days before, Mr. Roosevelt had summoned the Senate Military Affairs Committee into this same room. Its isolationist members, notably Senators Clark and Nye, had been muttering angrily that the President was trying to put something over on Congress and the country, even to the extent of a "tacit military alliance with France," and the entire Committee had started a prompt investigation of the Frenchman's presence on the crashed bomber.

When the Committeemen emerged after more than an hour in the White House, they professed themselves pledged to secrecy about what the President had told them. But experience has shown, as no one knows better than Franklin Roosevelt, that it is virtually impossible for 17 Senators to keep a secret. Some of them tattled, and the nation's newspapers promptly blazoned the sensational announcement, "learned on good authority," that President Roosevelt had said America's "frontier" or "first line of defense" was now "in France" or "on the Rhine."



# HE TOLD SENATORS THAT AMERICA'S FRONTIER IS NOW ON THE RHINE



He had declared, it was further reported, that America would be in grave danger if Britain and France were defeated in war and hence he was determined that America should do everything short of war to arm and strengthen the Democracies against the Dictators. "Britain and France know my position," he was quoted as saying, and he requested an end to "petty criticisms" of his activities.

For two days all America churned with excitement and the German and Italian press frothed over their masters' fury (*see p. 20*). When correspondents

trooped in for their Friday conference, they found the President grim and ready. Waiving on request the standing rule against direct quotation of the President, he barked of the report that he had put America's frontier on the Rhine: "It is a deliberate lie!" "Some boob got that off," he continued, saying he would like to meet the man who did it face to face. The report that he had pledged the Senators to secrecy, he said, was "100% bunk." He had asked them only to keep secret certain confidential and unverified reports concerning conditions abroad. American for-

eign policy, he declared, has not changed and is not going to change. Dictating, he defined that policy as: 1) "against any entangling alliances"; 2) for "world trade for everybody"; 3) for reduction of armaments; 4) for "the peaceful maintenance of political, economic and social independence of all nations."

That was that. But isolationist Senators still sputtered explosively. And the correspondents who had written the reports of President Roosevelt's conference with the Military Affairs Committee reported that their "sources" still stood by their stories.



# LIFE ON THE NEWSFRONTS OF THE WORLD

## A Hitler speech gets lost in the international uproar over President Roosevelt

The reverberations of President Roosevelt's words to the Senate Military Affairs Committee last week (see pp. 17-19) slipped quickly past White House walls and across the Atlantic. First word that Europe got was that the U. S. President had flatly set the U. S. frontier in France. On its face, this statement upset the entire balance of power in Europe. Though it is not fashionable in Europe to give the U. S. credit for Allied victory in the World War, the soldiers and statesmen know it well. Unless there is a lightning victory in the next war, they know the U. S. can again turn the balance as it likes. Thus the first cry from the dictatorships last week was a cry of genuine anguish.



MUSSOLINI

Roosevelt is "Peace Enemy No. 1," "head of the war agitators," "the military champion of Bolshevism," howled the controlled German press. "The Jew Roosevelt Unmasked," "a case of mental alienation normal if the White House were a sanitarium with nurses in place of gangsters and Jews," screamed the controlled Italian press, led by Mussolini's own newspaper. The Italians presently collected themselves and "explained" that Roosevelt had been emboldened by a French general's obscure speech that the Maginot Line and the French Army are invincible. One German paper painfully tried the gibe: "With pathetically swelled crest the fighting cock marches forth again to throw the world to disaster in the interests of the Jews." Mussolini's mouthpiece, Virginio Gayda, crowed back that the Fascists would advance their frontier to the Panama Canal and the Rio Grande. The explanation by one Italian paper, that the whole thing was to be blamed on President Roosevelt's infantile paralysis, brought an instantaneous protest by U. S. Ambassador to Italy William Phillips. But the Fascists' chief theme was that Roosevelt had "sabotaged the peaceful effects" of Hitler's speech the day before.



GAYDA

The democracies were naturally pleased. The French Chamber cried "Vive Roosevelt!" at the news of U. S. plane sales to France to pad out slow French production. The British, however, were surprisingly unenthusiastic. Chamberlain privately deplored such a "secret" underground way of letting important policy leak. Some British papers asked whether Europe was to become a political football for Americans. But one made the more or less sound point that the President's statements had probably made a World War less likely. Elsewhere, the Dutch thought the news was badly timed, the Russians did not believe it.



CHAMBERLAIN

**Hitler Speech.** Until President Roosevelt spoke up, the news of the week was Hitler's speech to the first "Great German Reichstag," in which sat the new deputies from what were once Austria and parts of Czecho-Slovakia. This turned out to be primarily an attempt to inveigle Britain into a Four Power Conference of Germany, Italy, Britain and France to talk over the dismemberment of the French Empire. It seemed last week to have succeeded, for Britain began talking it over. Otherwise, Hitler's most important sentences put Germany beside Italy in any war "forced on Italy." Since Italy claims the Ethiopian War was "forced" on her, this might mean a blank check for any war, similar to that given Austria-Hungary in 1914 by the Kaiser.



ANDERSON

First reaction in Britain was a "Hitler boom" in stocks. Next was the plan of Sir John Anderson, Minister for Civilian Defense, to divide England into twelve military regions in case of war; the distribution of 1,200,000 babies' gas masks and a Government plan to insure civilian lives and property in case of war. Experts announced that British planes were coming from the factories at the rate of 400 a month against Germany's 600. Trumpeted Earl Baldwin, the last Prime Minister: "Englishmen with a cause to fight for would fight with a unanimity never seen in any war before."

**Neutral.** The Swiss Government last week warned the League of Nations that, in case of war, Switzerland may ask the League to get out within 24 hours. Switzerland wants to stay neutral.

**Dies Continued.** Among his fellow Congressmen, Martin Dies of Texas aroused scant enthusiasm for the way he ran his Committee Investigating Un-American Activities. Under his slipshod management it got plenty of publicity but chiefly as a forum for quacks, publicity seekers and propagandists. It was condemned by President Roosevelt and accused of trying to smear the New Deal. Yet when Representative Dies asked the House to continue his committee and give it more money, he knew he would not be denied. The Gallup Poll had indicated that 74% of the public wanted the investigation to go on. Congressmen's mail told the same story. On Feb. 3, by a vote of 344 to 35, the House gave Martin Dies another year and the prospect of probably \$100,000 instead of the \$25,000 on which he skimmed along last year.



DIES

**Judge in Business.** When Franklin Roosevelt was Governor of New York, he called it "repugnant to our sense of the proper administration of justice that judges should be permitted to engage in business dur-

ing their term of office." If Mr. Roosevelt had wanted an example, he could not have found a better one than Martin T. Manton, crusty, domineering senior judge of the U. S. Circuit Court of Appeals in New York City, whose business interests included some 25 concerns, dealing in everything from milk bottles to real estate. The manner in which Judge Manton mixed business with judging last week blew up into a first-class scandal. First the New York *World-Telegram* published an exposé. Next day Attorney General Murphy announced that he was on the trail. Day after that District Attorney Dewey lodged six formal charges. Their substance was that Judge Manton, personally and through his companies, accepted some \$500,000 in "loans" from parties to suits pending in his court. After reading the charges, Judge Manton submitted his resignation to President Roosevelt who promptly accepted it.



MANTON

That the judicial scandal thus started might spread seemed likely when another Federal judge, Edwin S. Thomas of Connecticut, was subpoenaed to appear in the Manton investigation. Judge Thomas had sailed for South America thirty minutes before the subpoena was issued.

**Strange Reprieve.** Texas's spectacular new governor, W. Lee O'Daniel, reprieved a murderer last week for the strangest reason on record. Declaring no punishment too severe for Negro Winzell Williams, who shot a white man in the back of the head, O'Daniel gave him 30 days in which "to see certain death staring you in the face day and night." Texas newspapers called the reprieve "extremely cruel . . . inhuman . . . dreadful." A curious angle was that O'Daniel, though he has no power to pardon under Texas law, has crusaded against capital punishment.



O'DANIEL

### PICTURE OF THE WEEK

The young lady shown slipping in the snow on the opposite page chanced to execute her falling sequence in camera view. But throughout the Midwest on Jan. 30, there were millions of men and women, unphotographed, who slid and staggered and fell in one of the most intense and blinding blizzards in U. S. weather history. For 14 hours Chicago was whipped with wind-driven mantles of snow that stopped street traffic and elevated trains, interrupted telephone service and covered the streets next morning 14.8 in. deep. The fall was not a record one, but its inch-per-hour rate of descent broke all marks for intensity of precipitation. From Chicago the blizzard moved on to the Ohio Valley, died in fitful flurries over New England and the Middle Atlantic States.



1



2



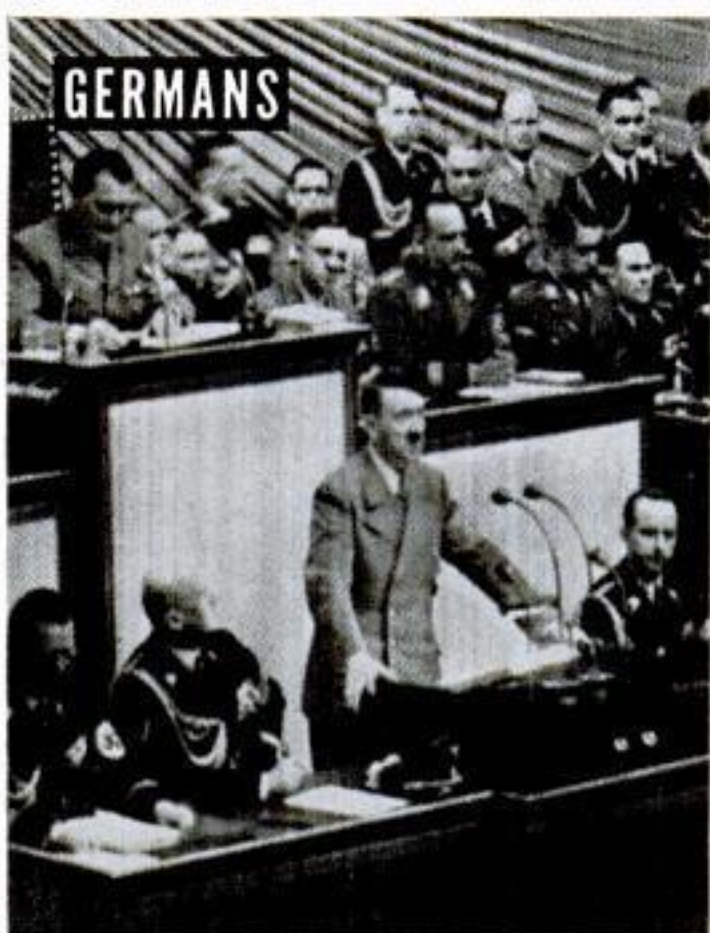
A pedestrian takes a tumble in Chicago's biggest blizzard in a decade



# RADIO PICTURES

**R**adiophotos are necessarily blurred and unsatisfactory. But under the pressure of America's rising interest in foreign affairs, the quality of radiophotos is fast improving. Out of the ether last week came the best set of radio pictures yet received. Berlin sent scenes of Hitler demanding colonies for Germany. Another picture showed Goebbels and his wife together for the first time since his rumored shellacking by friends of Lida Baarova, a movie ac-

tress with whom he was reported to be having an affair. From Doorn, Holland, came pictures of the ex-Kaiser celebrating his 80th birthday, and from Spain vivid action shots of Franco's entry into Barcelona. Biggest radio-picture scoop were scenes from Chile of the second most destructive earthquake in modern times: a three-minute quake which flattened 20 towns and one large city, killed 50,000 people, injured 60,000 and made 700,000 homeless.



**Hitler demands** colonies and warns that in war he and Il Duce will fight side by side.



**Goebbels appears** with his wife for the first time since his reported part in a love scandal.



**The ex-Kaiser celebrates** his 80th birthday with his family. His wife sits at his left. He got a tea house from his neighbors, a cup from his World War generals.



**Franco's artillery** barrage, the greatest since the World War, sets fire to houses in Barcelona and smashes a bridge in background.



**The first rebels** to enter Barcelona came in a battered army lorry, flying a Nationalist flag, as the city's hungry civilians gave the Fascist salute.



**A weary mother** with her children finds safety from Franco at the French frontier.



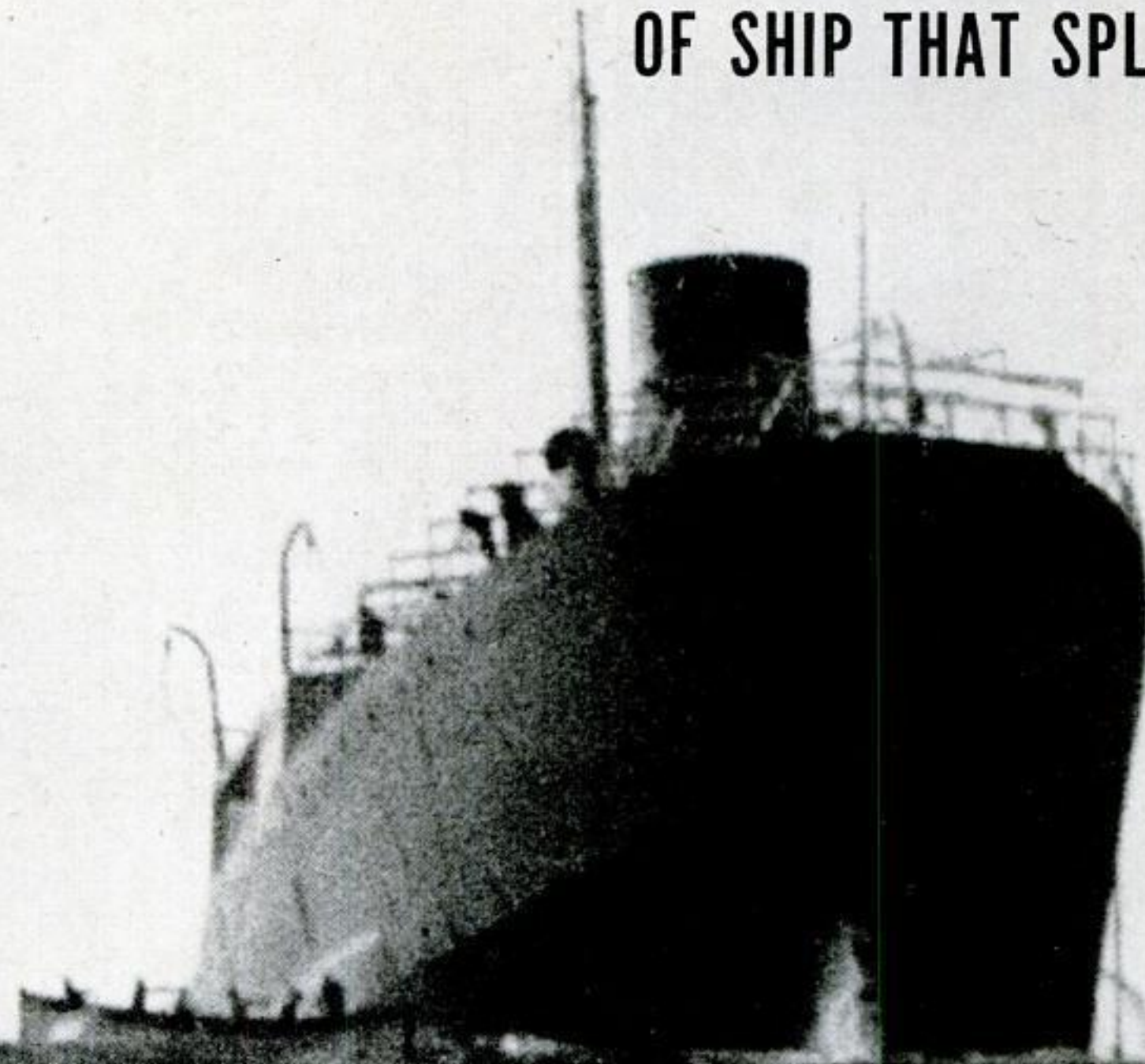
**The worst earthquake** in South American history tossed this massive stone church into the street in Chillán. Ten thousand of the town's 40,000 inhabitants were killed.



**Chillán's dead** were put into caskets. When these gave out, the bodies were thrown into the huge fissures caused by the quake. Fires and epidemics immediately broke out.



## CREW IS SAVED FROM FLOATING HALF OF SHIP THAT SPLIT IN TWO AT SEA



**O**n the night of Jan. 18, the tail end of a winter hurricane flicked over the mid-Atlantic and tossed a succession of dreadful seas across the decks of the Norwegian tanker *Jaguar*, ploughing eastward with a cargo of Mexican oil 1,600 miles off Cape Hatteras. Suddenly, amazingly, one of the strangest accidents in marine history occurred. With a shivering and grinding of plates the 9,827-ton *Jaguar* buckled amidships and broke squarely in two, leaving seven of its crew stranded in the gaping forecandle, 30 in the more buoyant stern.

Soon the two fragments of hull had drifted far apart. Hour by hour the seven in the bow saw the wave tops foam more closely. They had no food, no water, no light, and the forecandle dropped a foot each 20 minutes. It was only chance that another Norwegian freighter, the *Duala*, sighted them in the storm, saved them just as the last dry foot of refuge dipped under water. At daybreak, ten miles away, the *Duala* located the stern of the shattered ship, dispatched a lifeboat to rescue its occupants (*above*). This extraordinary picture was taken by an American passenger aboard the *Duala* and processed in London when he docked there Jan. 27.



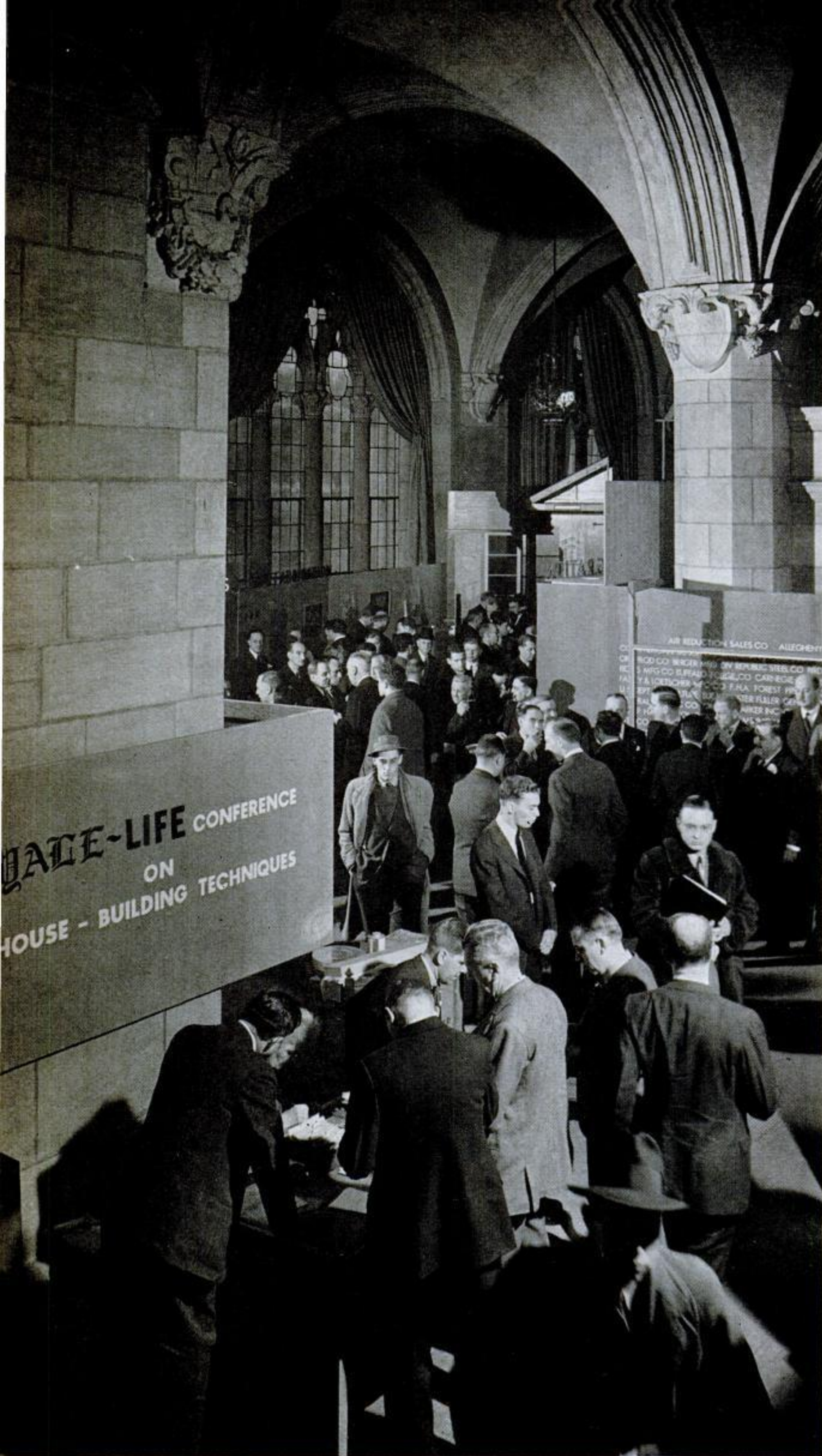
## AMERICA'S BEST HOUSING MINDS MEET AT YALE-LIFE CONFERENCE

**H**ousing and television. Through all the long lean years since 1929 these have been magic words, compact of hope and visions. One of these, if not both, was slated to succeed railroad building and automobile making in our history as the great new industry which would lead the way out of depression, put idle men and money to work, make America once more a busy, prosperous and reasonably contented nation.

Now television, one of man's latest and fanciest imaginings, is scheduled for a start in mass production this year. But housing, basic need of man since his beginning, still lags. True, housing business is good—by normal housing standards. This year promises to be the best in building since 1929. But housing on the great scale so long envisioned is still beyond the horizon.

To help find out why this is so, and what can be done about it, Yale University and LIFE jointly invited the nation's foremost building technologists to a conference at Yale's School of the Fine Arts in New Haven, Conn., on Jan. 31. Over 200 leading industrial scientists, architects and educators—of whom a few photogenic representatives are shown at bottom—accepted enthusiastically, spent a lively two days comparing notes, exchanging ideas, studying exhibits of latest technological developments prepared under the direction of THE ARCHITECTURAL FORUM.

The conference concluded that just such a meeting of minds is essential if America's housing dream is to be realized. "More knowledge of what the other man is doing and thinking," declared Professor John E. Burchard of Massachusetts Institute of Technology, "would take housing research out of the hush-hush atmosphere which now envelops it and into the free and stimulating air of constructive and co-operative thought."



CONFERENCE MET IN YALE'S GOTHIC SCHOOL OF FINE ARTS BUILDING



ARCHITECTURE HEADS OF EIGHT COLLEGES AND UNIVERSITIES INSPECT MODEL

**WILLIAM B. STOUT**  
DESIGNER AND ENGINEER

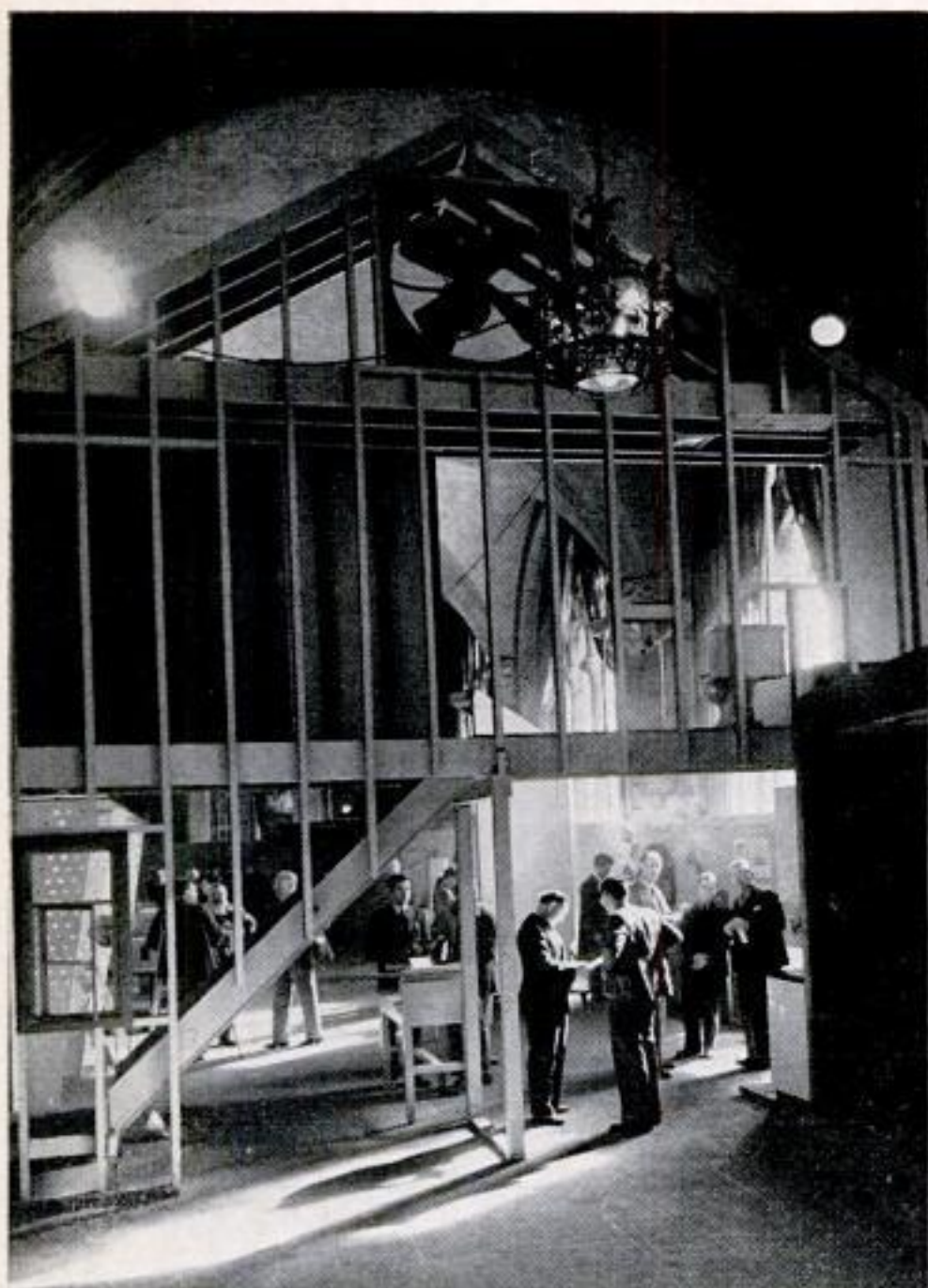
**RICHMOND H. SHREVE**  
ARCHITECT (EMPIRE STATE BUILDING)

**SHERLEY W. MORGAN**  
DEAN, PRINCETON SCHOOL OF ARCHITECTURE

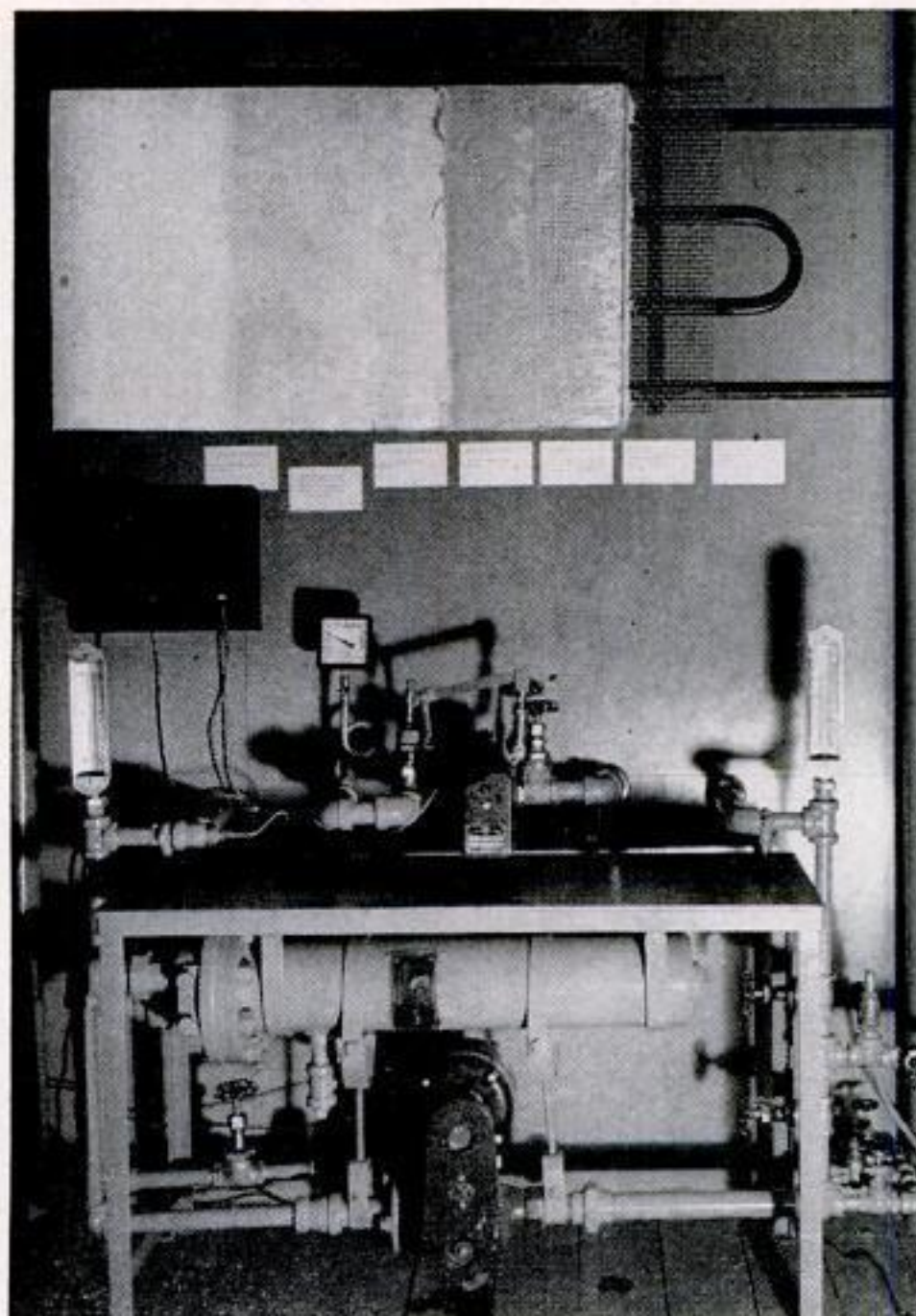
**WALTER GROPIUS**  
PROFESSOR OF ARCHITECTURE, HARVARD



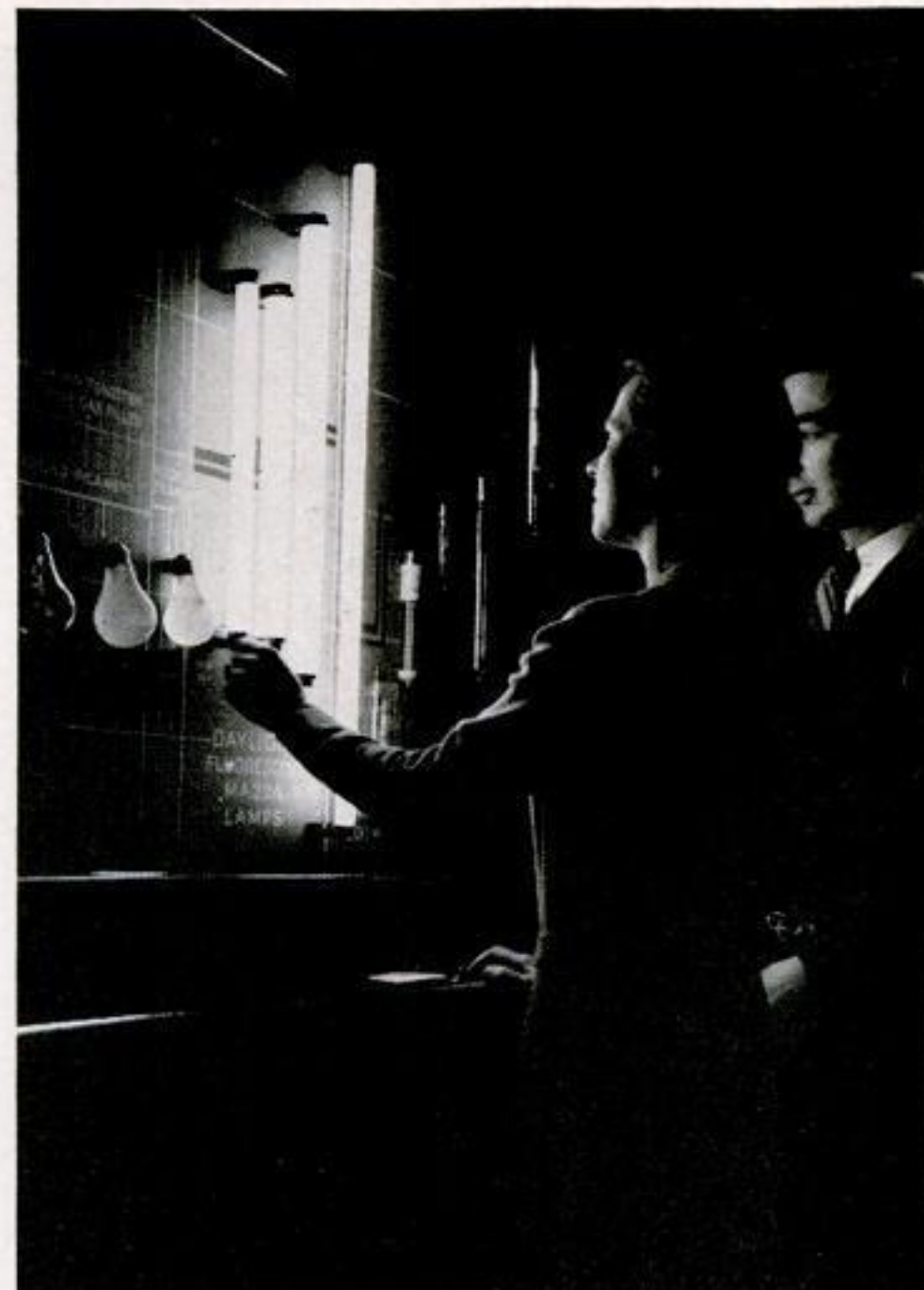




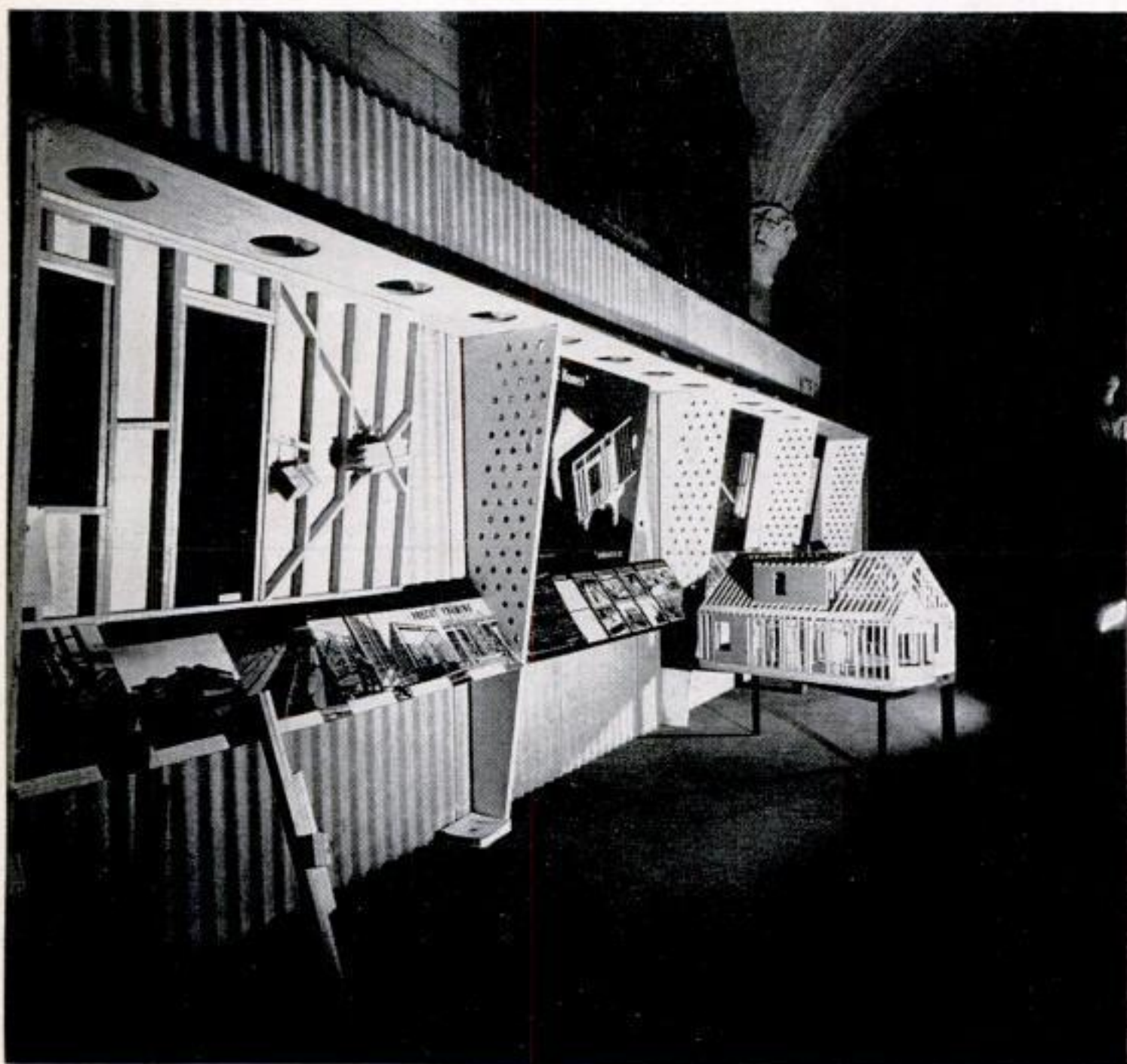
**Cross section** of a contemporary house was built in Gallery of Fine Arts. The stairway is one-piece prefabricated steel.



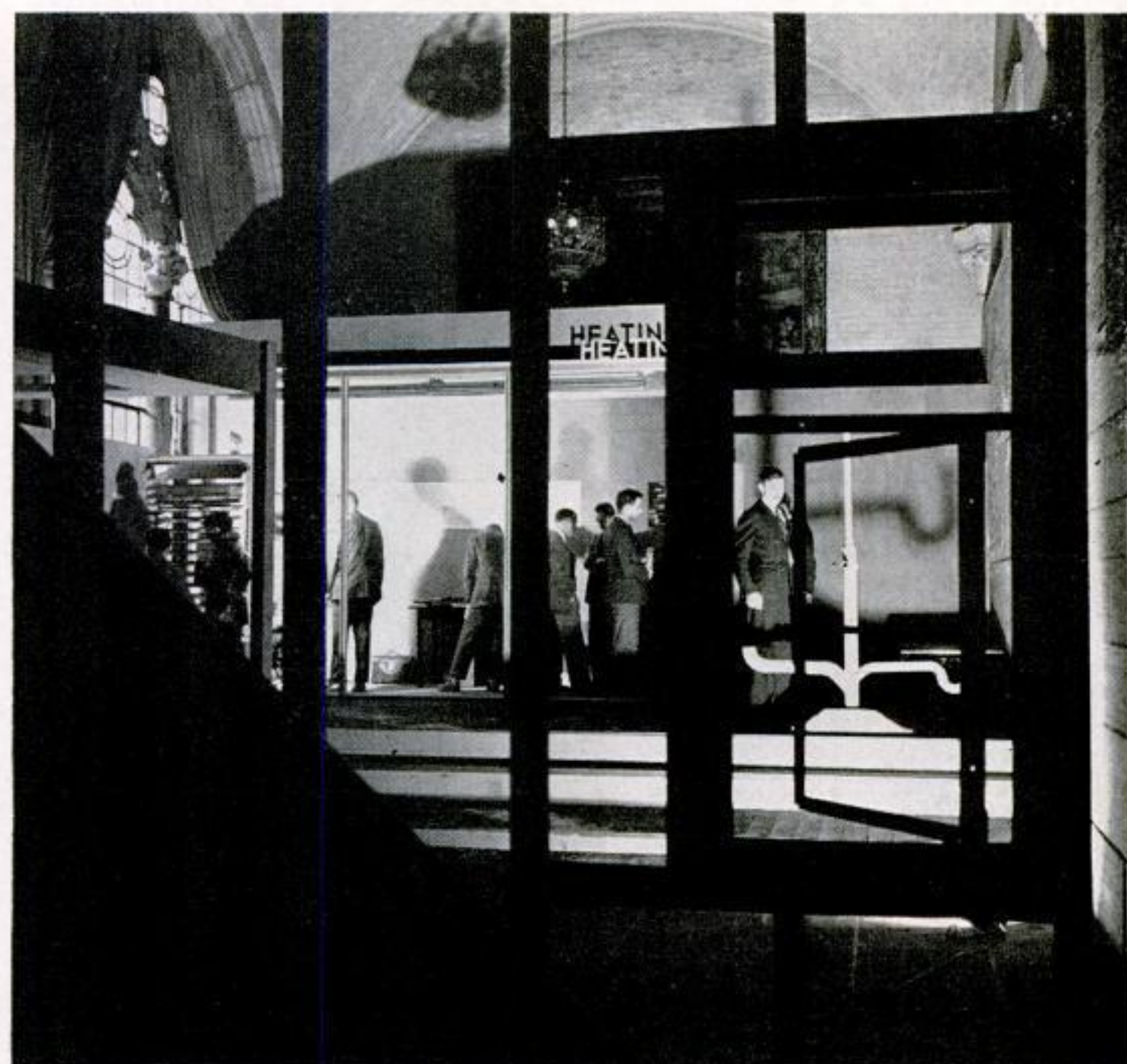
**Radiant-panel heating** exhibit shows "furnace" on and under table. Four coats of plaster cover pipes in the wall.



**Fluorescent tubes** appear in lighting exhibit. The near-heatless light of tubes requires less current than filament bulbs.



**Prefabrication** display shows (left) a wall with prefabricated windows, in various stages of insulation. The small model house illustrates "modular design" with standard-size parts.



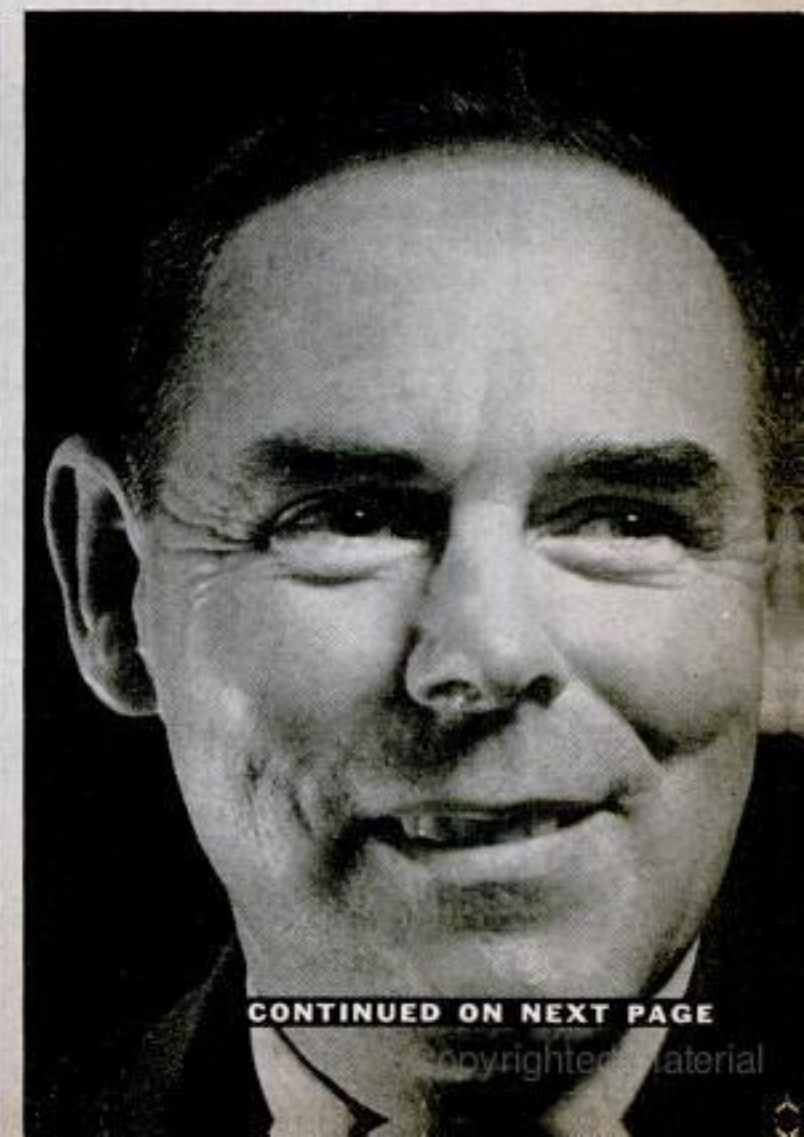
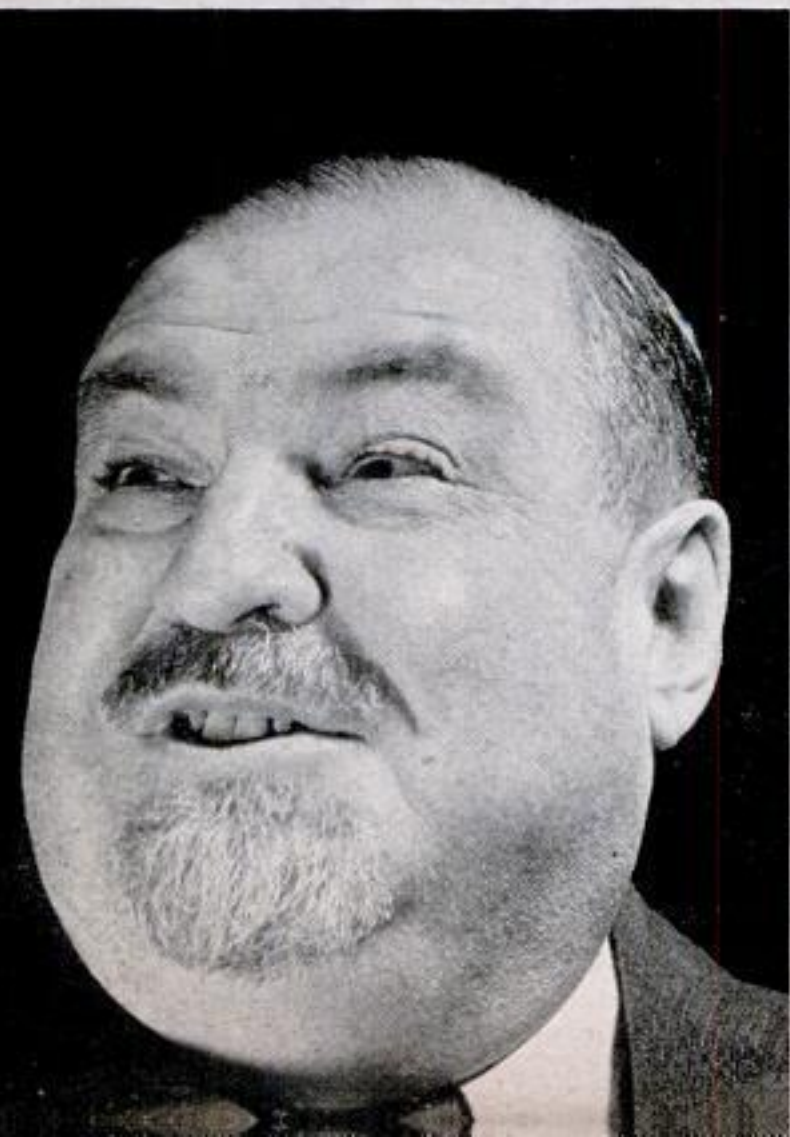
**Modern designs for living** had an eerie appearance in their neo-medieval setting at Yale. This photograph of the exhibition was taken through the cross section shown at top left.

**EVERETT V. MEEKS**  
DEAN, YALE SCHOOL OF THE FINE ARTS

**BEARDSLEY RUMML**  
TREASURER, R. H. MACY & CO.

**ANTONIN RAYMOND**  
ARCHITECT (FORD FACTORY IN JAPAN)

**CORWIN WILLSON**  
ENGINEER AND DESIGNER





(continued)

## \$2.50-A-WEEK HOUSES ON \$1 LOTS IN FORT WAYNE

Among experiments in meeting the grave problem of providing decent homes for the "ill-housed third of the nation" who cannot afford to pay economic rents, one of the most interesting is that now going forward in the average American city of Fort Wayne, Ind. (pop. 122,000). A major obstacle to building homes to rent at prices that poorest families can pay is the high cost of urban land. Like most other cities, Fort Wayne had scores of lots, vacant or occupied by dilapidated buildings, on the fringes of its industrial and business section—eating up taxes while their owners held them for a building boom. Last year the Fort Wayne Housing Authority approached these owners with a brand-new scheme. It offered to lift the tax burden by "buying" the lots at \$1 each, with the provision that the owner could buy them back anytime he wished. Then the Authority set about devising a cheap prefabricated house, easy to set up, easy to move if owners reclaimed lots. Three local mortgage concerns put up the money, FHA insured their blanket mortgage, WPA furnished all labor. Result by Feb. 1: 45 neat three-room houses to rent at \$2.50 a week.

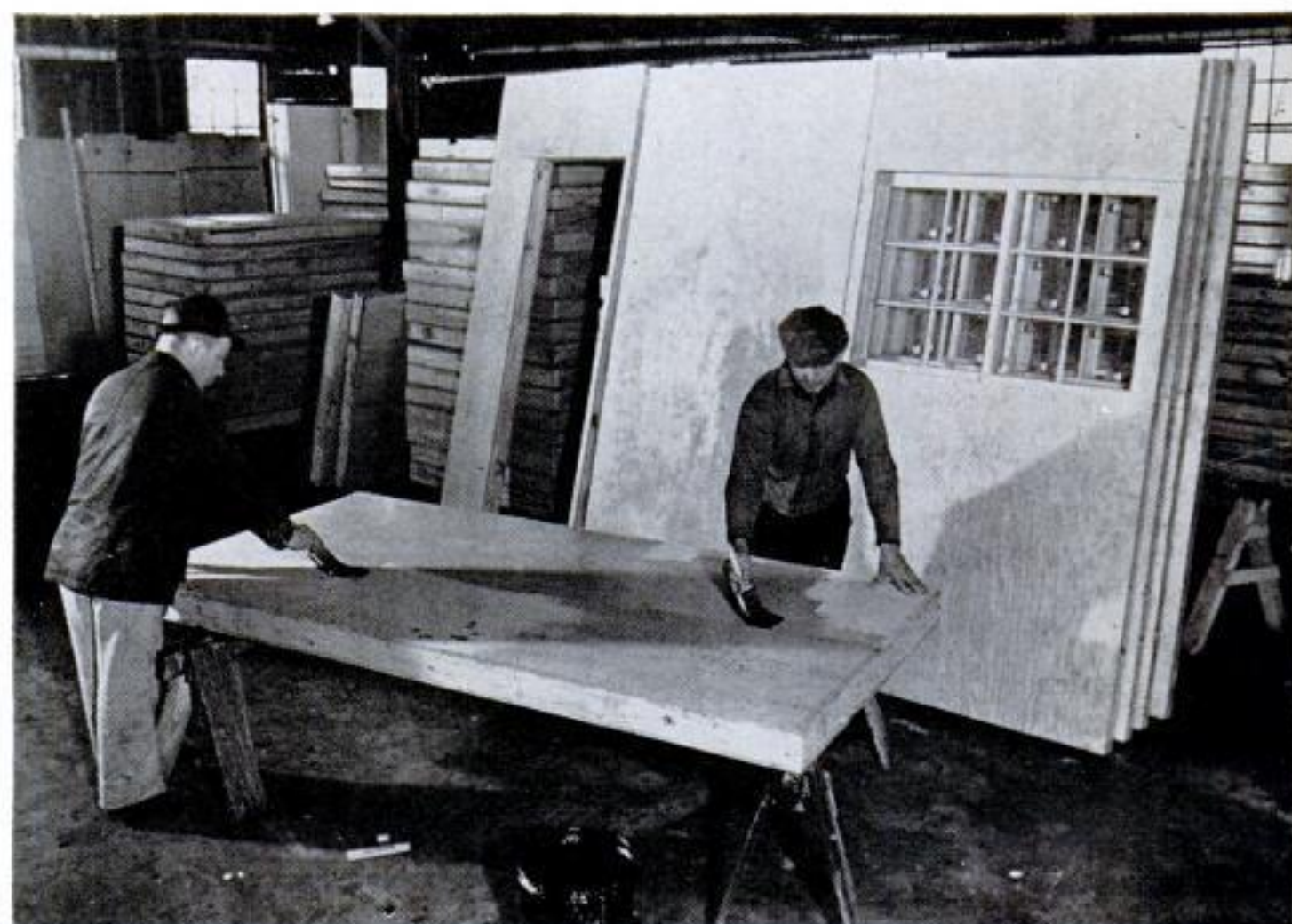


Down by the railroad tracks lie the vacant lots and ramshackle hovels where poor folk dwell. On land like this by

the Pennsylvania R. R., Fort Wayne is rehousing its poor at no higher rent, no cost to city except small tax loss.

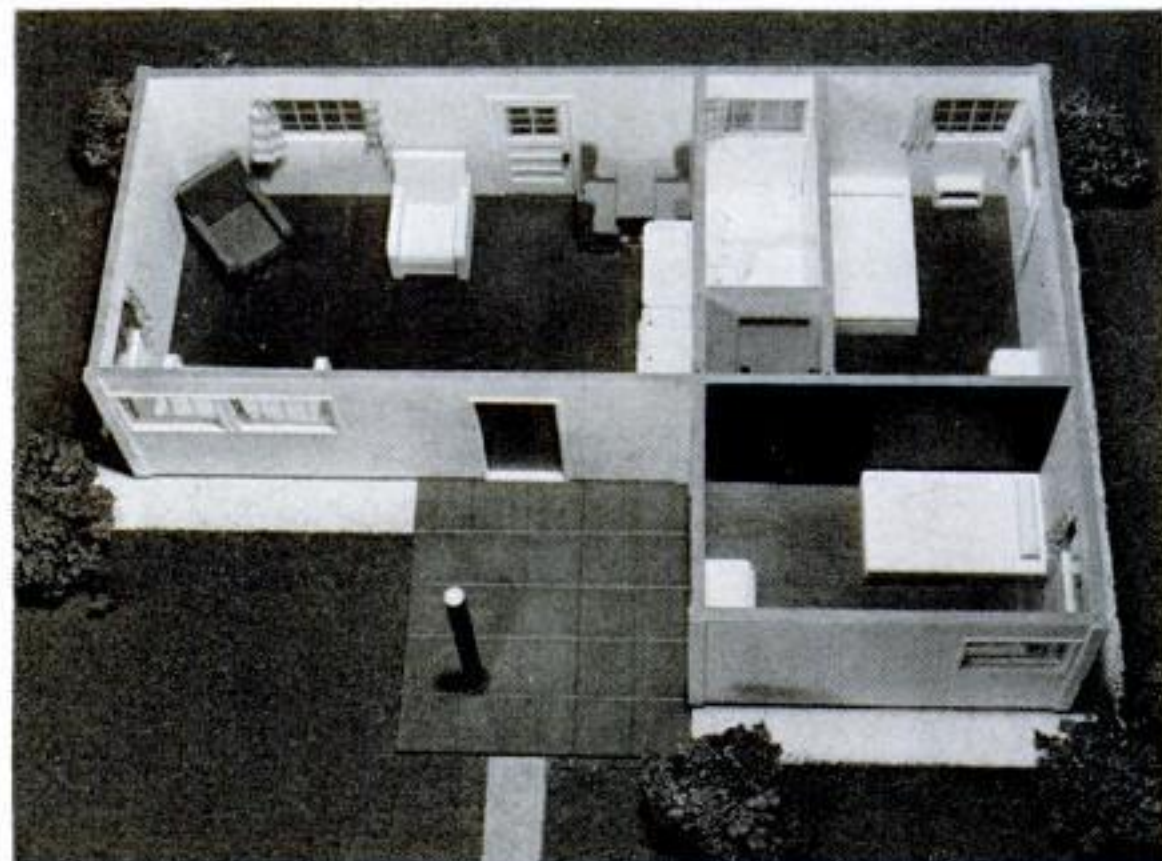


Fort Wayne houses are prefabricated in a local warehouse by WPA laborers. Walls and partitions are 4-in. phenol-resin plywood panels filled with rock-wool batting for insulation.



Panels get a coat of sizing at the factory. Windows are among the few parts of the house bought as finished products. Total cost of materials which go into each house is \$460.

### "Minimum house" for family of four



Two bedrooms, bath, living-dining-kitchen room comprise Fort Wayne "minimum house." The main room is 12' by 20', bedrooms 7' 8" by 12'.



Oil heater, electric light and plumbing fixtures go with house. Most tenants come from shacks with none of these.



Furniture is supplied by tenants. Here family doubles up children.



## A Fort Wayne house goes up in one hour and 40 minutes



FOUNDATION OF HOUSE IS 4-IN. CONCRETE FLOOR ON GRAVEL. AFTER CONCRETE IS LAID, THE ACTUAL ERECTION OF THE HOUSE TAKES ONLY ONE HOUR AND 40 MINUTES



HERE YOU SEE A FORT WAYNE HOUSE GOING UP. PANELS ARE PUT TOGETHER WITH STEEL TIE RODS WHICH RUN HORIZONTALLY THROUGH TOPS AND BOTTOMS OF UNITS



FORT WAYNE IS BUILDING 50 HOUSES AT RATE OF ONE PER DAY. MAY DECIDE TO BUILD 150 MORE. TENANTS, MOSTLY ON RELIEF, ARE CHECKED BY WELFARE AGENCIES



ROOF IS OF PANELS LIKE WALLS, BUT THICKER. HOUSE IS PAINTED AFTER ERECTION. FINISHED HOUSE (RIGHT: NOT THE SAME ONE SHOWN BUILDING) IS TRIM, NEAT AND SNUG





**Pleading for his life**, the defendant stands before the judges in the vast Berlin People's Court. He is charged with treason, but "treason" covers almost any act harmful to the Nazi

State. Typical treason charges and punishments are: espionage—death; attempting to overthrow Hitler—death; influencing the army or police against Nazism—death or up to

## A CAMERA GETS INSIDE THE BERLIN PEOPLE'S COURT

**T**hese are the first pictures ever brought out of Germany showing the dreaded People's Court in Berlin trying a man for treason. Before this secret tribunal, in what was once a high-school lecture room, the life or death of a spy or anti-Nazi German hangs by the very slimmest thread.

The highest judicial body in Germany today, the People's Court is answerable only to Hitler himself. The Nazis set it up in 1934 to insure that swift justice would be meted out to their enemies without too much worry about "legal technicalities." Of its 32 judges, all hand-picked by the Führer, only two out of every five are allowed to have had any legal training. The rest are army and aviation officers, Storm Troop captains and Nazi Party officials.

Against this impressive array of political appointees manifesting the might of the State, the defendant may be represented only by a counsel who enjoys the Court's approval. But this approval may

be withdrawn at any time during the trial. In its proceedings this Court can, moreover, make its own rules and interpretations. "There is no need of factual evidence," says Dr. Fritz Rehn, President of the People's Court. "The guilt or innocence of a man is to be determined by whether or not he is dangerous to the existence of the State."

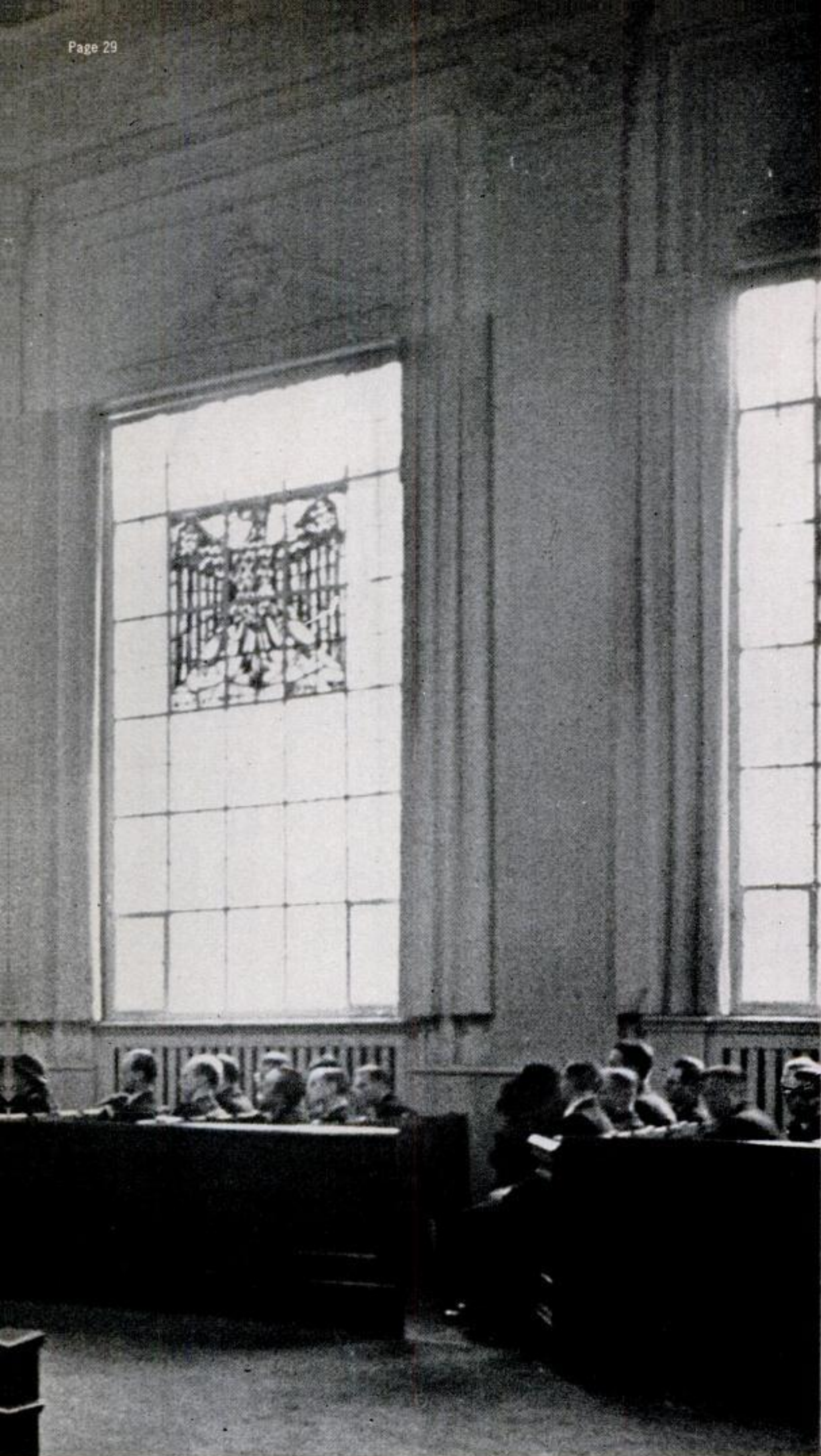
No official statistics exist concerning cases before this court. But in 1936 alone it tried 8,950 people for high treason and in the Berlin Court shown on these pages Ernst Niekisch, a leading left-wing Nazi, was sentenced to life imprisonment last month for plotting against the lives of Nazi leaders and disseminating anti-Hitler views in articles and secret radio broadcasts.

The German public knows nothing of what goes on in these closed chambers save through an occasional public poster or press announcement which serves as a grim reminder that another head has rolled.



**The main building** of the People's Court in Berlin is this former high school, located across the street from the American Embassy





ten years' hard labor; giving foreigners "false or grossly distorted reports" about conditions in Germany—hard labor; publishing or selling anti-Nazi literature—death or imprisonment.



The five judges are, left to right, an army officer and a Storm Troop captain, both in uniform, two civil judges with legal backgrounds, and an officer of the Black Shirts.



The defense counsel, carefully chosen by the Court, makes a brief plea for the accused person, but takes little part in the trial. There is no court stenographer to take testimony.



The spectators are young Nazi law students. Otherwise the trials are secret. The defendant is never told with what specific crime he is charged until he goes to his trial.



The verdict is pronounced by the judges after they confer. There is no appeal, except to Hitler himself. If the sentence is death, the condemned is beheaded within a few days.



# AUSTRALIA'S MIDSUMMER FOREST FIRES

## CONSUME A COUNTRY HOME IN 60 MINUTES

The terrible midsummer heat of Australia brought with it this January a drought that parched plains and bush for thousands of square miles. In Victoria fires broke out, dry hot winds swept down from the north and whipped the fires into raging curtains of flame that shimmered across the countryside, blackening farmlands, destroying homes, consuming millions of dollars worth of timber and livestock. Smoke darkened the streets of Melbourne for a week. Heat rose to 120° and stayed there. From the country came battalions of refugees, blistered and blinded, taxing all the medical facilities of the state. Death toll on Jan. 15: 63. The sequence below shows the arrival of the fires at the resort community of West Healesville and the quick demolition of a cottage by flame.



**At The Glen** the week-long mantle of smoke grows denser; from woodlands behind the house comes the ominous crackling of fire.



**Into the garden**, only cleared space in vicinity, the tenants rush their choicest possessions.



**An elderly woman** is assisted into the clear. Behind on the lawn are stacked bedclothes, furniture, a sewing machine, and a piano.



**Panicky pigs**, snuffing the thick smoke, dart from their pens across the newly mown grass.



**Darker and more pungent** grows the smoke from the line of flame that advances at 50 m.p.h. on wings of wind.



**A burst of fire** engulfs the veranda. Day becomes night and sparks shower from forest and house upon the perilous sanctuary of the garden.



**Still farther** from the blazing house, the scorched and choking tenants move their blistered piano.



**Enveloped in flame**, The Glen starts to crumble. Trees round about it crackle, smoke, and abruptly turn into pillars of fire.



**In less than an hour** the house lies in charred smoldering embers. The fire skirts the lawn to right and left and marches on.



# GINGER SNAP!



Got lots of ginger? You need it in this fast world. So try re-fueling occasionally—with Canada Dry! Picks you up...braces, refreshes you! Canada Dry's famous secret process brings out the full, rich flavor of the world's finest ginger root. With your next meal or whenever you feel the need of a lift...call for Canada Dry. It's gingervating!

**Drink Canada Dry Ginger Ale**

# IT'S GINGERVATING!

**Picks you up . . . aids digestion**

Copyright 1939, Canada Dry Ginger Ale, Inc. "The Champagne of Ginger Ales"





## *We Photographed Him in the Nick of Time*

A SECOND MORE and he'd have passed the coffee service...

And *that coffee service* can tell you a story that will make you want the glorious, all-round excellence of Four Roses in all your highballs, forever more!

For the coffee that is drawn from this old Sheffield urn is—like all grand coffees—really a combination of several coffees...one chosen for aroma, one for flavor, still others for body and smoothness.

*A combination of virtues*—that's the secret of greatness in the coffee *you* buy and enjoy—and in the *whiskey* you see on the tray above...*Four Roses!*

For Four Roses owes *its* magnificence to the fact that while it is *ALL* whiskey, it is more than a *single* straight whiskey—it's a combination of *several* selected whiskeys.

Each of the whiskeys that go into Four Roses is blessed with some special quality: *aroma*, or *body*, or *smoothness*, or *flavor*. Brought together into *one* liquor, they bequeath to

Four Roses *every* virtue you could hope to find in a whiskey!

So we'd like to suggest that you go to your favorite package store or bar, *today*, and ask for Four Roses. Taste it—carefully—yes, *critically*. Think back, as you sip it: have you ever tasted *any* whiskey that can match Four Roses' surpassing goodness?



# FOUR ROSES

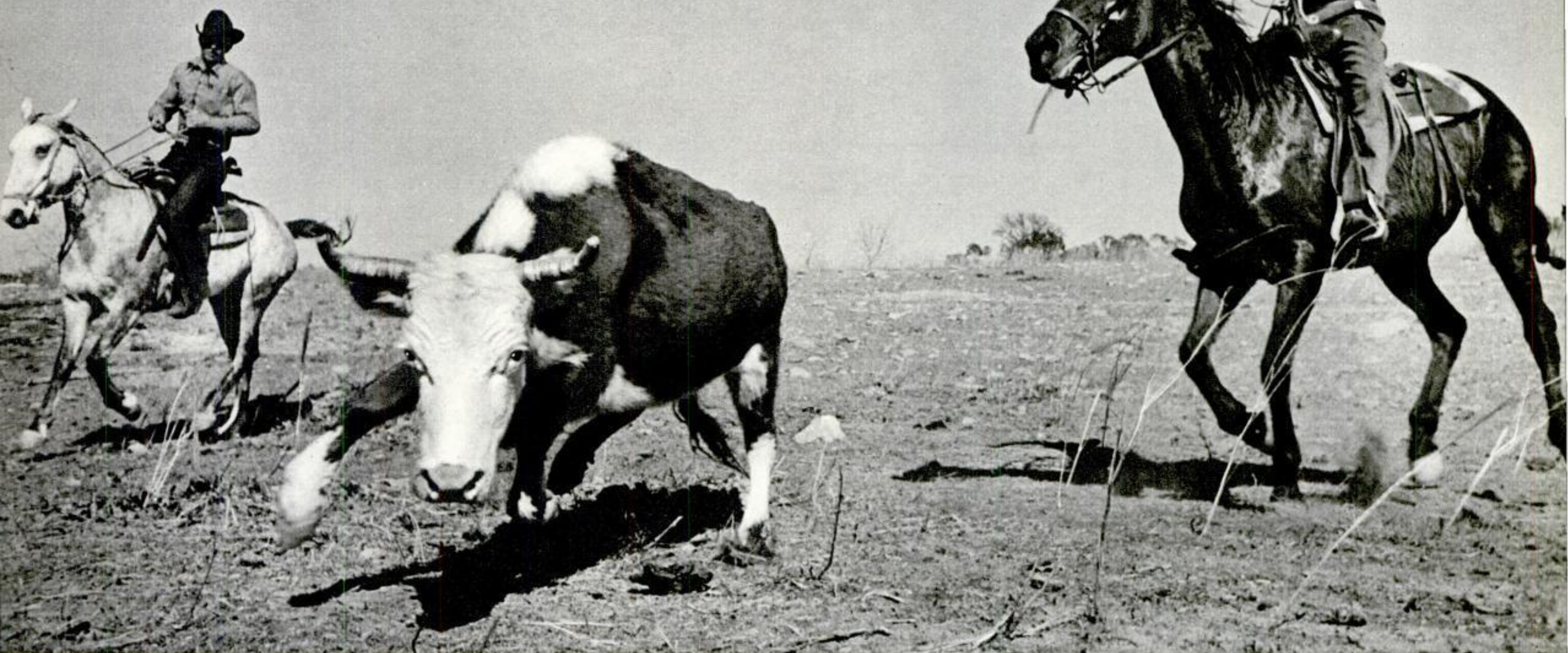
*A blend of straight whiskeys—90 proof—Every Drop is Whiskey  
Frankfort Distilleries, Incorporated, Louisville and Baltimore*

WE BELIEVE FOUR ROSES IS AMERICA'S FINEST WHISKEY—BAR NONE!



# POLO PONIES

THEY ARE TRAINED ON THE TEXAS PRAIRIES



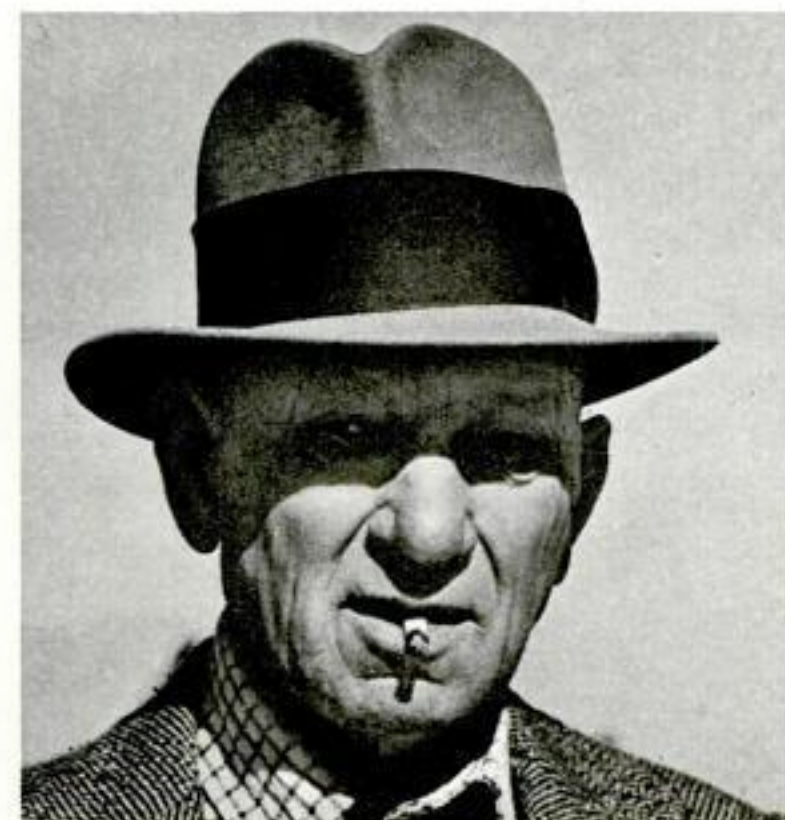
AN UGLY SHORT-HORNED STEER IS CUT FROM THE HERD BY TWO YOUNG COW PONIES. WORK LIKE THIS DEVELOPS GOOD HOOFES, EXPERT FOOTING

The two ponies above are riding herd on a dusty Texas range. For three years, ever since they were broken to the saddle, they have worked daily in and out of vast herds of cattle, dodging horns and flying hoofs, learning to turn on a dime. In this way they are getting the best possible training for polo. Soon they will be bought by a big San Antonio stable, taught ball-and-mallet work, changed from cow ponies into highly trained polo mounts. Then they may be sold to some rich U. S. socialite for as much as \$12,000 each.

In the last 30 years the U. S. polo pony business has grown from a crude system of horse-swapping to a scientific system of breeding and training. But though it has come from rough breeches to fancy pants, it is just as risky, just as cutthroat as ever. Any stable stands to make big profits or go into the red, depending on its luck with ponies and the sharpness of its rivals' trading. Only

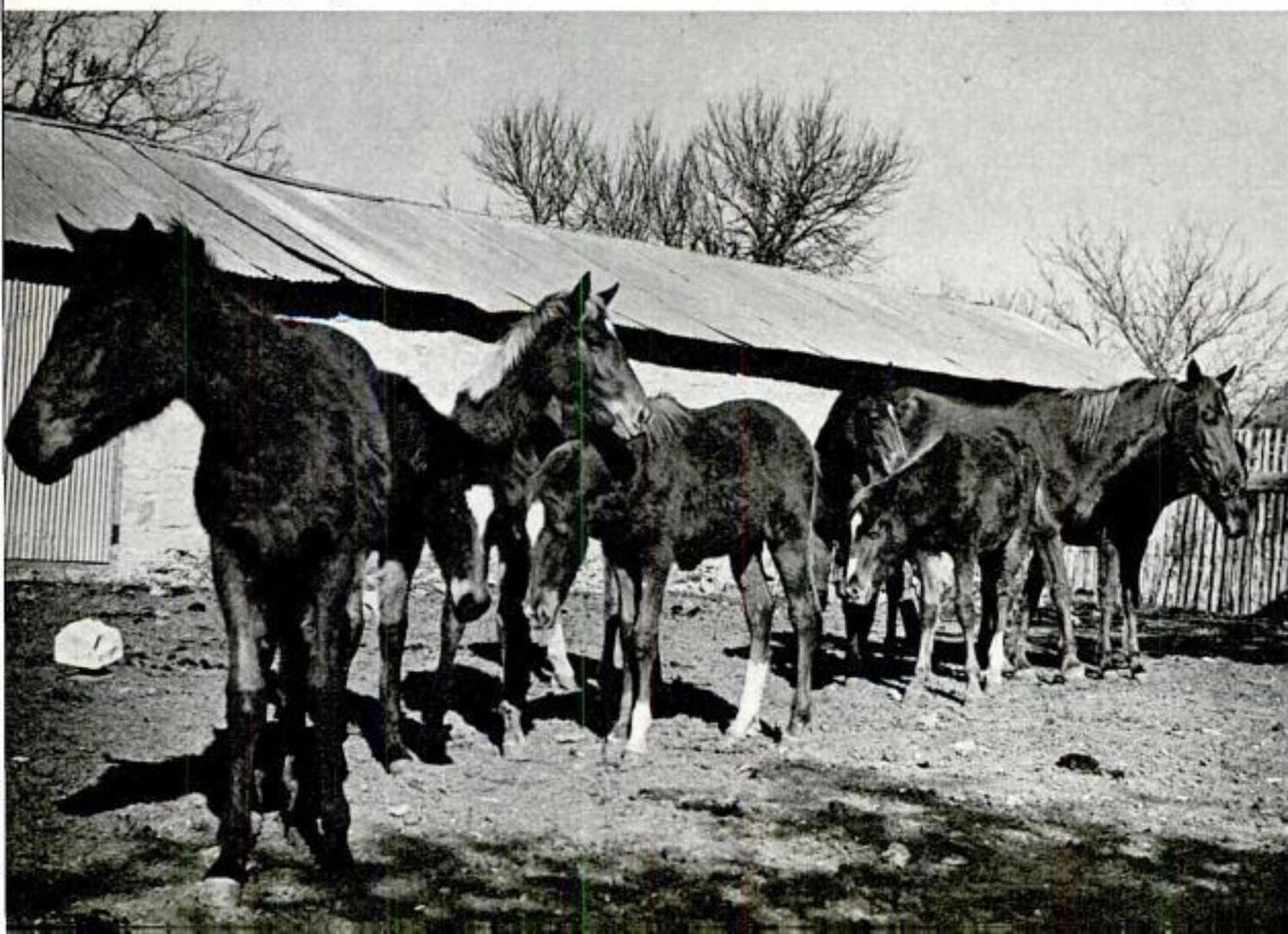
men like shrewd old George Miller (*right*), who runs the world's biggest training and buying stable, make the business profitable year after year.

The center of the U. S. polo-pony industry is San Antonio. There, during four winter months, more horses are trained, more actual polo played, than in any other place in the world. There, too, live most of the cowboy dealer-players, men like Cecil Smith, Rube Williams, Jack Semons and the Barry brothers. Actually they are horse salesmen for the big training stables. Each winter they don chaps and boots, train the best polo mounts they can find in Texas. Then when summer comes, they migrate to the smart polo regions of Long Island, Illinois, and California, sell horses to rich men. Because they are great polo players themselves, they are paid to play on socialite teams, find themselves accepted members of polo society. Some of them may even marry socialites.

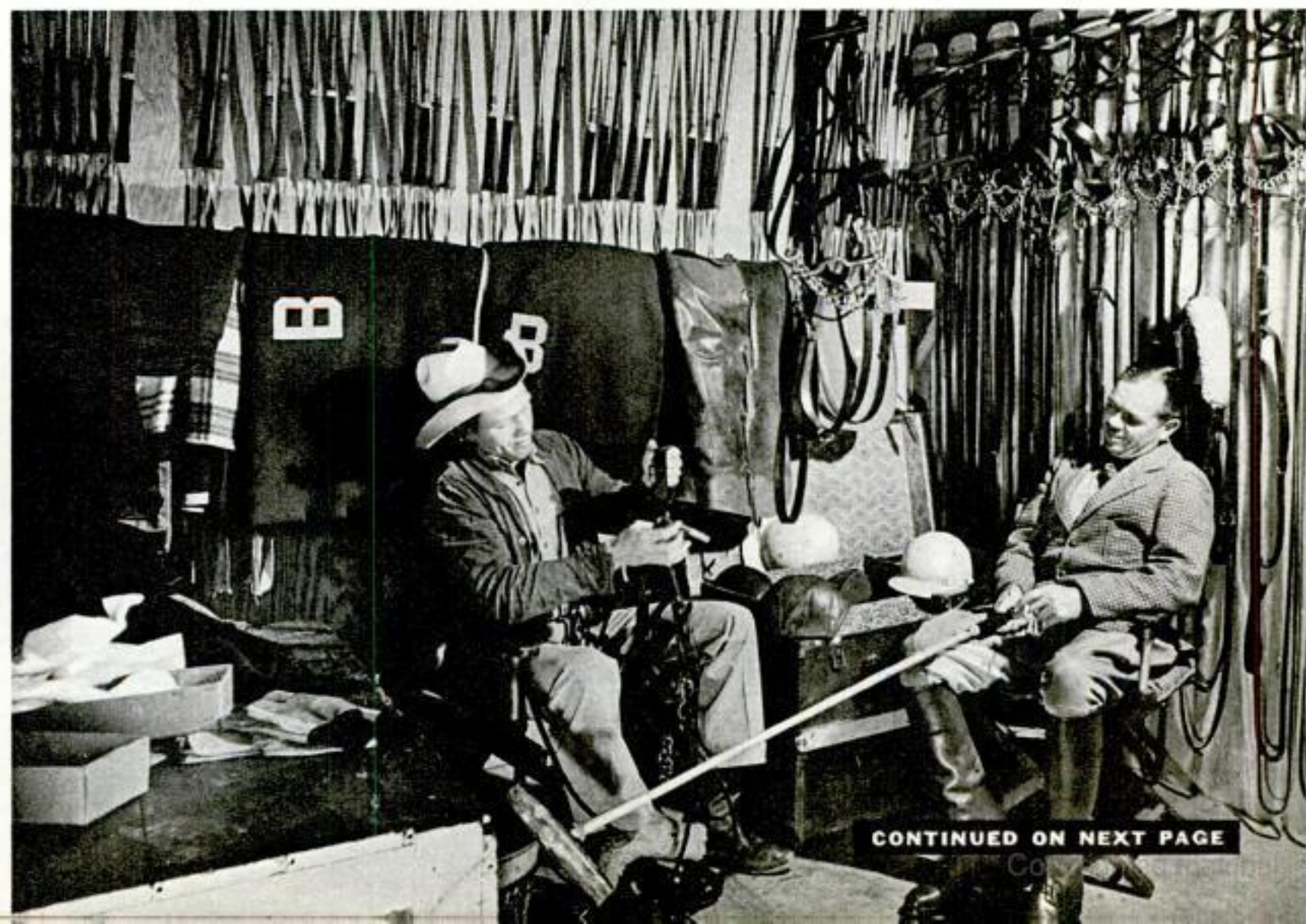


GEORGE MILLER IS 70, STILL PLAYS POLO

**Scraggly and long-legged** are this year's colts at Joe Short's Peachtree ranch, near Bandera. A good polo pony is  $\frac{7}{8}$  thoroughbred, the rest ordinary cow pony. He should stand  $15\frac{1}{2}$  hands high, weigh about 1,200 lb. These colts are out of a Whitney-raised thoroughbred.



In George Miller's tack room sit Amateur Player William Braid and his groom. Braid is a typical rich poloist. Each year he plays in every U. S. polo center, carries a string of ten horses, stables them at Miller's during the winter. There he learns a lot of polo.

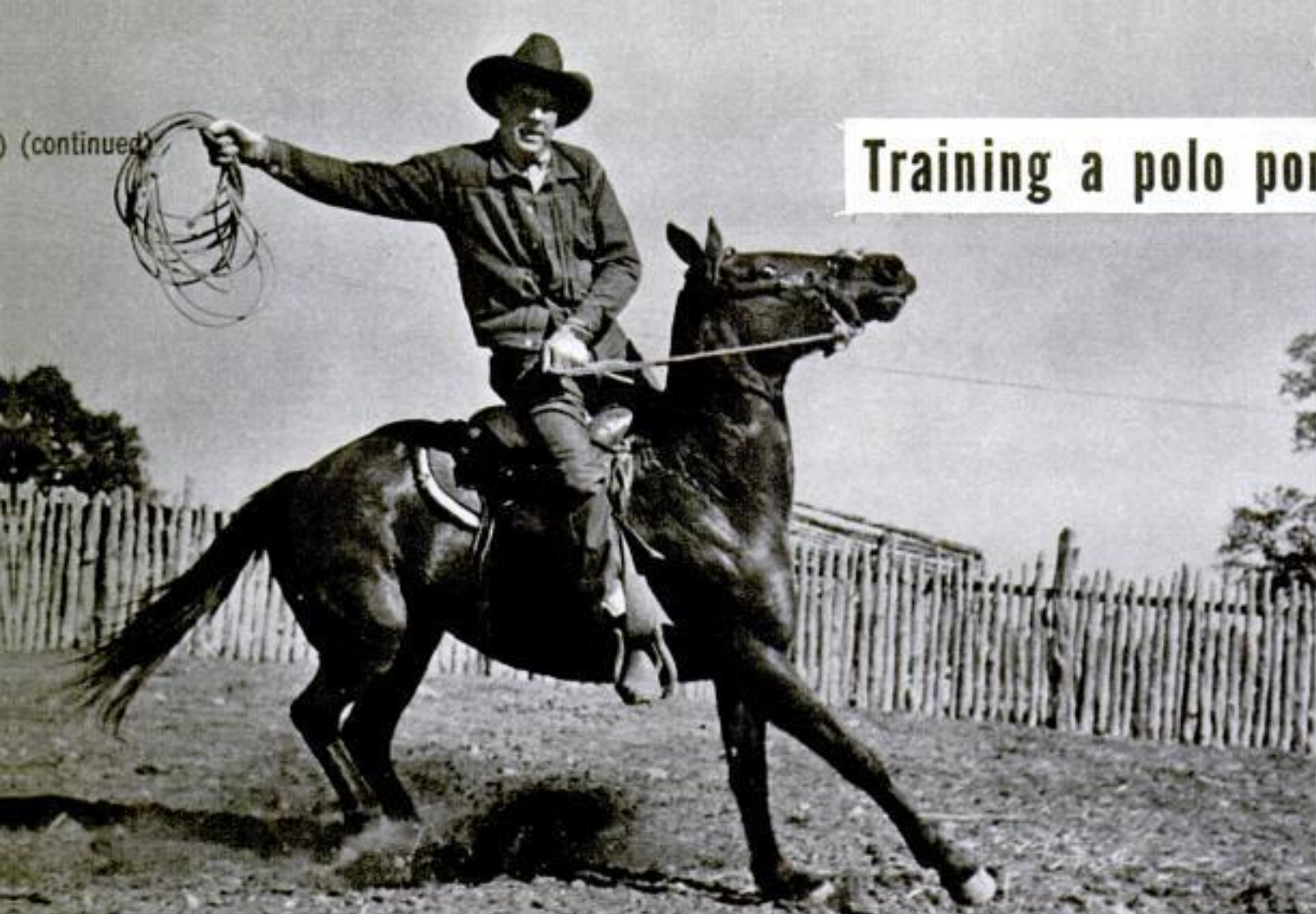


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(continued)

## Training a polo pony is a four-year job



When training starts, a bit is seldom used on a good polo pony. This pony is being ridden with only a hackamore and guided by shifts in the rider's weight. In this picture the cowboy is using his weight and his left leg to turn the pony toward the right.



Up and down the field, past oncoming horses, the ponies are ridden for hours at a time. Reverse riding like this teaches ponies not to shy. Most serious polo accidents happen when a pony gets excited, veers toward an approaching horse and, in panic, slips under its neck.



A nervous colt is ridden by Slick Jones of the Gallagher ranch, near San Antonio. George Miller buys most of Gallagher's horses. Before they are sold, however, says Jones, "You gotta find out what's in 'em. You gotta get all the scariness streaks out of 'em."



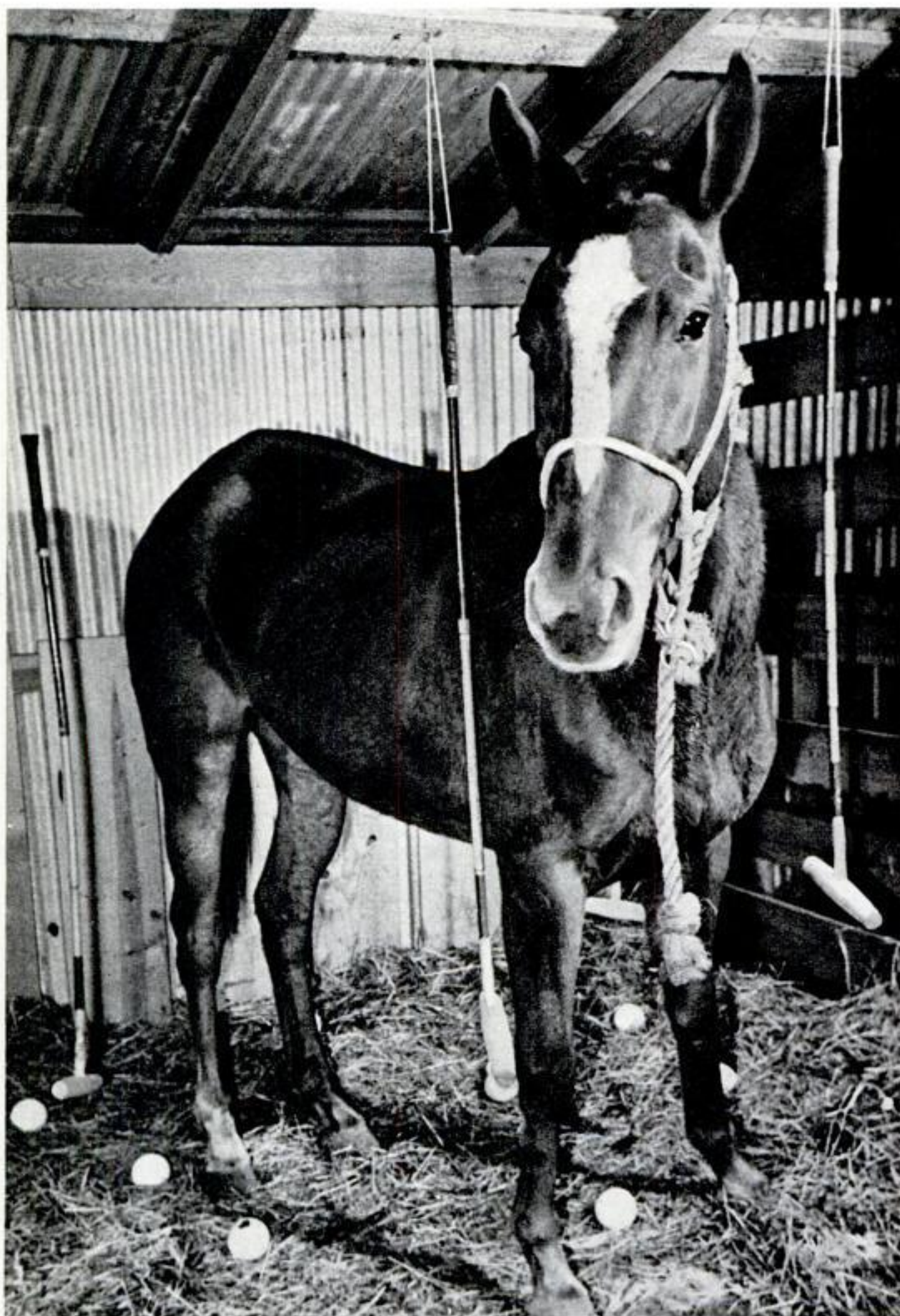
Riding two ponies hard together is a good way of teaching horses how to fight for the ball. A good polo pony must never be afraid of contact, must give his rider as many cracks at the ball as possible. Exercises like this also teach fast footwork, quick turning and stopping.

A MID-WINTER POLO GAME RAISES CLOUDS OF DUST ON SAN ANTONIO'S STUTTS FIELD. HALF-TRAINED HORSES HERE GET THEIR FIRST TASTE OF REAL COMPETITION





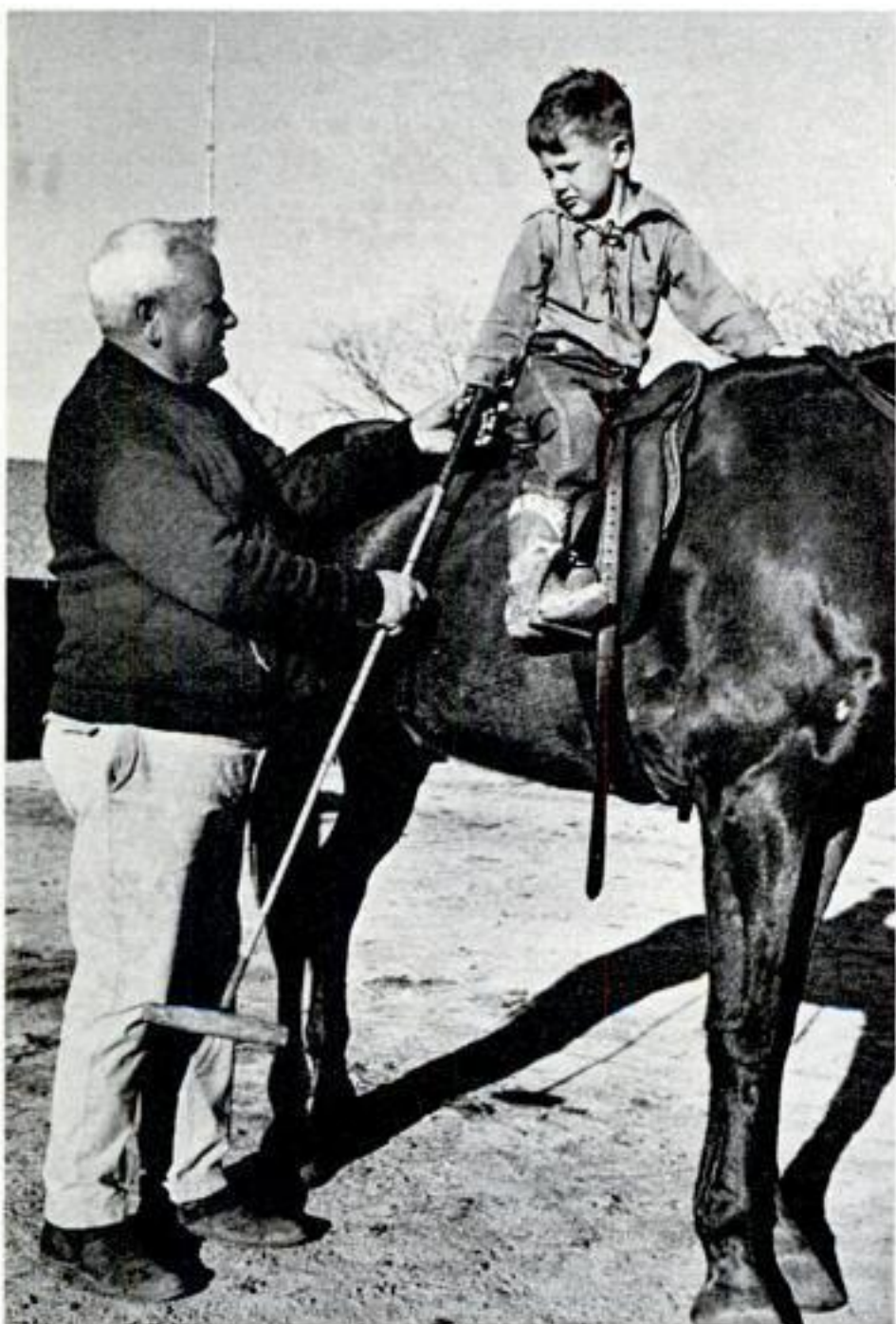
## SOME OF THE WORLD'S BEST POLO PLAYERS COME FROM TEXAS



This filly is a bit "spooky," which means that she is mallet-and-ball shy. To cure her, Lea Aldwell, who owns a stable near San Antonio, fills her stall with mallets and balls. In this way she "gets over the scare." Such a horse will not play polo for at least two years.



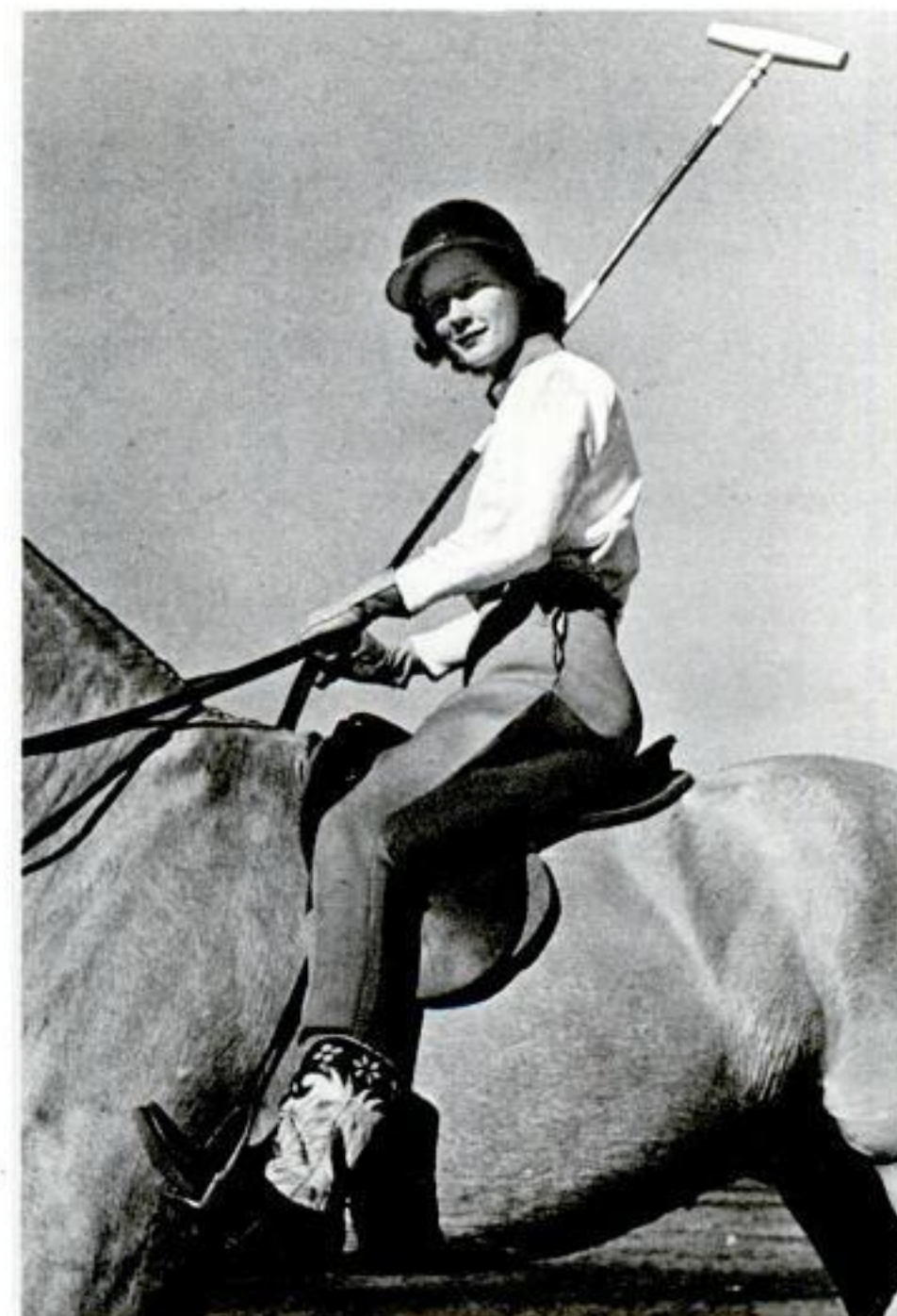
Donning his polo shirt behind a car is Lea Aldwell. Most teams are made up of dealer-players and the rich sponsors, called "angels." When both dealers and angels play in same game, the dealers must slow down their play, make sure the sponsors have a good time.



White-haired Bill Meadows, once a great dealer-player, who first went north to Long Island in 1908, now runs a stable at San Antonio, teaches his grandson to handle a mallet.



Cecil Smith, ten-goaler with the Old Westbury (Long Island) team, is the most famous of the dealer-players. At home he wears chaps, still trains horses for George Miller.



Good girls' polo is played by U. of Texas co-eds. On fast, well-trained horses, the games are rough, and sometimes result in broken bones. Notice the striking cowboy boot.



ART

## DIRECTOR TREKS 30,000 MILES TO GET BEST U. S. ART FOR GOLDEN GATE FAIR

**A**t noon on Saturday, Feb. 18, San Francisco opens its Golden Gate International Exposition with chimes, trumpets, hymns, and a broadcast from Franklin Roosevelt. For many visitors the fair's top attraction will be the \$40,000,000 exhibit of world art in the Palace of Fine Arts, where a third of the wall space is devoted to the best work of living American artists. On the next pages LIFE shows in color an exclusive preview of ten paintings from this exhibit.

In charge of rounding up these U. S. paintings is Roland McKinney, former director of Baltimore's art museum. Over a year ago McKinney, as the fair's director of American art, started to scout for talent. He trekked 30,000 miles, visited 55 towns, climbed countless stairs to attic studios and personally picked the best new work of some 350 painters to exhibit at the fair. At left he is climbing to see Painter Morris Kantor in a ramshackle old building on New York's East 14th St., where a flock of famous artists rent studios. Most artists say that McKinney's hand-picked show of contemporary art is one of the finest ever assembled. McKinney says that American art, with proper patronage, may soon rank highest in the world.

On pages 41 and 42 LIFE also shows eight examples of the famous and priceless old Italian masterpieces that were loaned to the Golden Gate Exposition.



In Morris Kantor's attic McKinney sits while Kantor (right) talks art with Painter Arnold Blanch (left). In this one house six famed artists work: Doris Lee, Kenneth Hayes Miller, Stuart Davis, Yasuo Kuniyoshi, Blanch and Kantor. All are fair exhibitors.

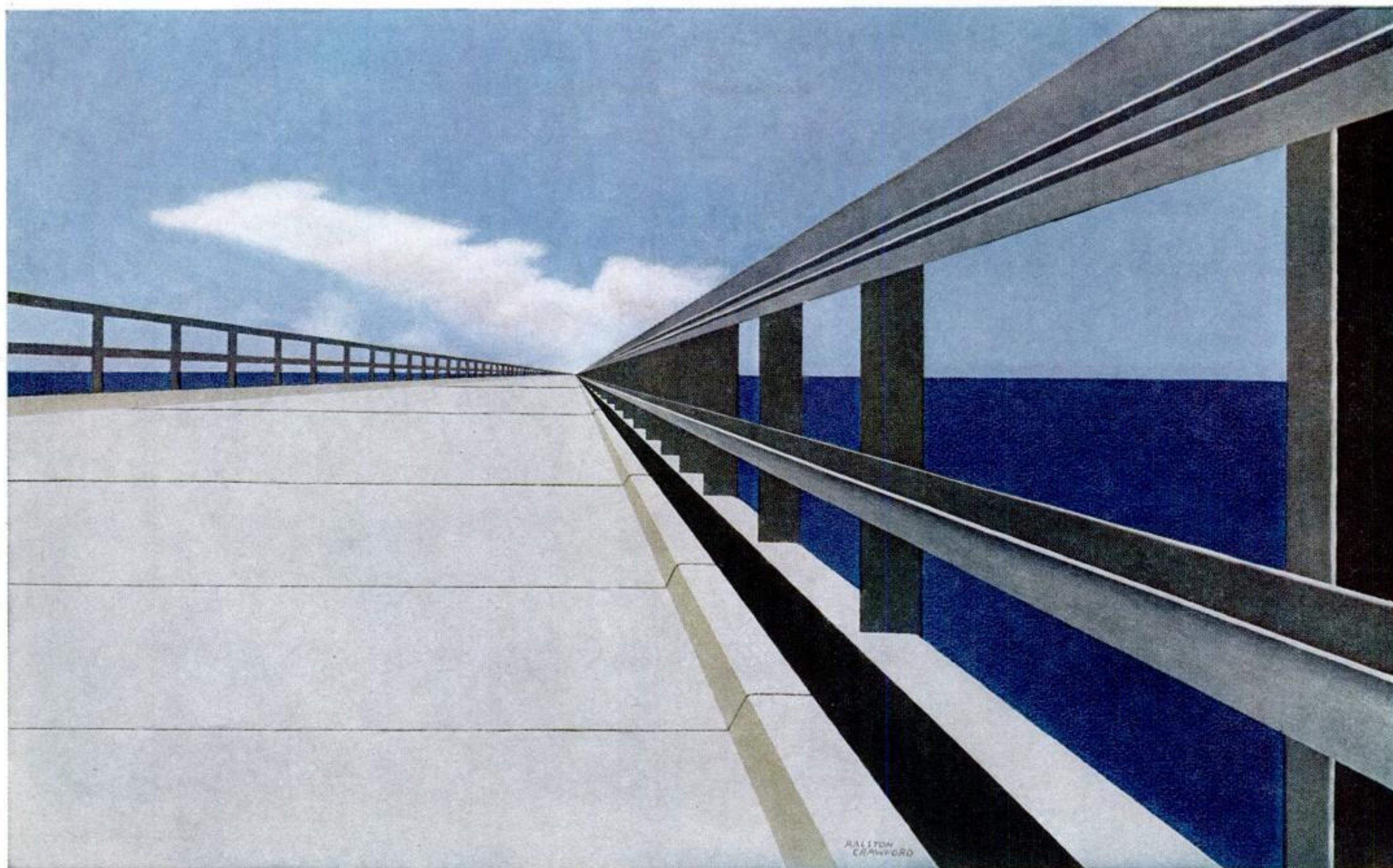


Noted for his nudes in glowing colors, Painter Bernard Karfiol shows pictures to McKinney (right) in his Manhattan studio.



"Lady of the Panties" is nickname of Otis Oldfield's *Figure* at fair. The other lady is Dr. Morley, San Francisco Museum director.





## OVERSEAS HIGHWAY

Neat as a geometry pattern, this painting of the new 170-mile Florida-Key West highway is the ex-

pression of Artist Ralston Crawford's theory that modern artists should utilize industrial designs. In 1927 Crawford worked with Walt Disney drawing *Oswald the Rabbit*.

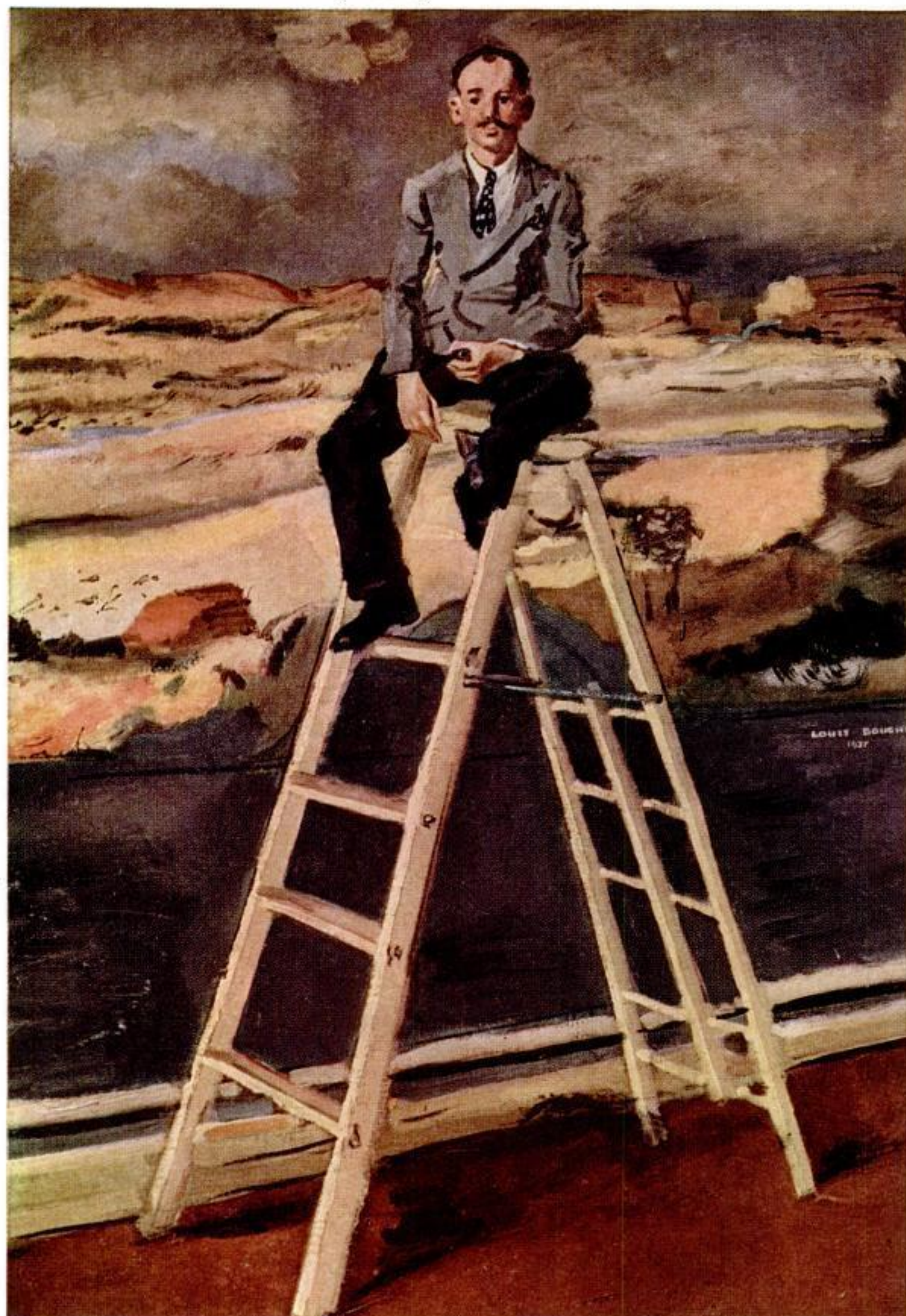


## ADOLESCENCE

This picture of a girl started out as a boy, but Painter Stephen Etnier changed his mind, dismissed his sailor model and

got his wife to pose. Etnier paints the strong sunlight and deep shadows of Maine, where he lives all year, with appropriate vigor. In the background is Fort Popham, at Gilbert Head.

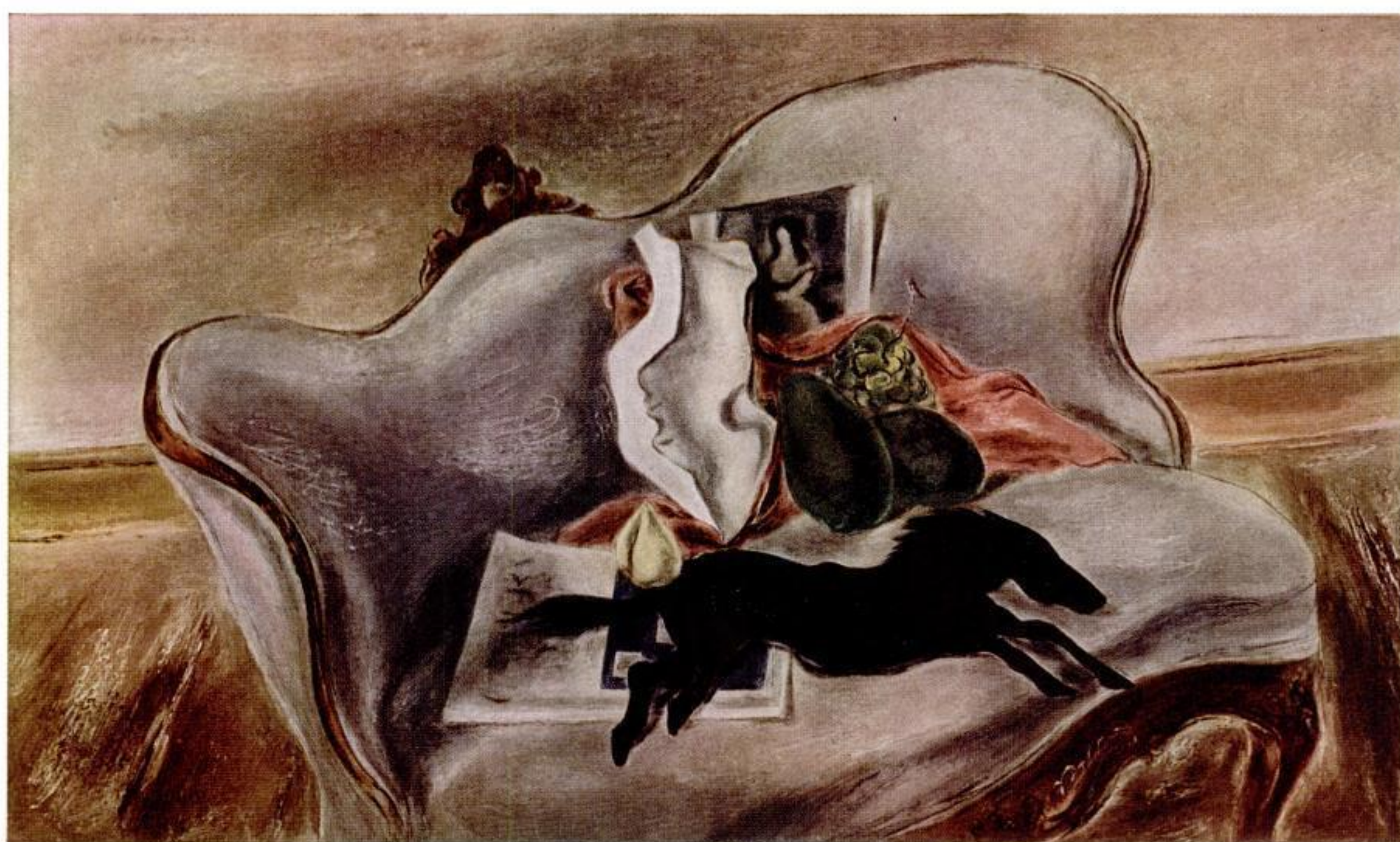




**MURAL ASSISTANT** This man looked so very funny climbing a ladder that Muralist Louis Bouché decided to paint him. He is Bouché's brother-in-law.



**MY WIFE** For this elegant portrait Mrs. Richard Lahey, wife of the artist, posed for three hours at a time, 33 times.



**OBJECTS ON SOFA** The painter of this still life is Yasuo Kuniyoshi, a Japanese who lives in the U. S. He collects such curious objects as the alligator pears and the weathervane on the sofa, keeps them around until they give him ideas.





# SETTING THE TABLE

For all six women here, Artist Frederic Taubes used one model, his

wife. She objected because some were too fat. Taubes, who has spent 20 summers in Austria, has painted the slow gravity of peasant women.

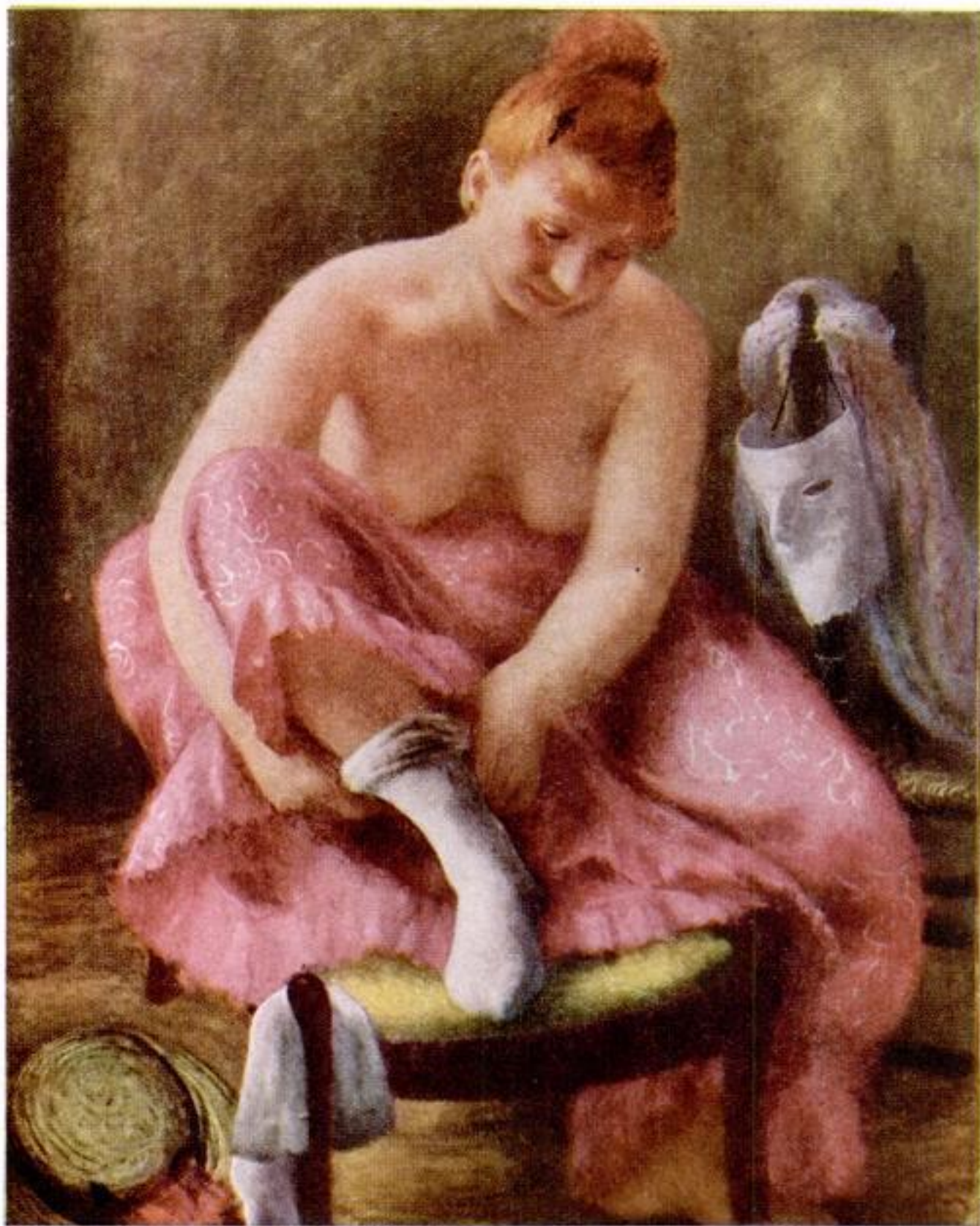


# WINTER AFTERNOON

This dilapidated church near Dallas, Tex., was painted by H. O. Robertson, teacher in

a Dallas business college. He paints only on weekends, likes simple realism, explains that his run-down church expresses a declining phase of American life.





**THE PINK SKIRT** Gladys Rockmore Davis of New York, who painted this lady dressing, likes best to paint informal poses.



**DEAD HEAD** Edwin L. Fulwider's title is a term often used by railroadmen for an engine and caboose running without payload.



**CORNER GROCERY, TAOS** Ward Lockwood, chairman of the Art Department at the University

of Texas, paints a store near his home in Taos, N. M. The proprietors, he says, have a taste for gay colors but the gaudy display is fairly typical.



## \$20,000,000 SHIPMENT OF ITALIAN ART GOES TO SAN FRANCISCO FAIR WITH ARMED GUARDS



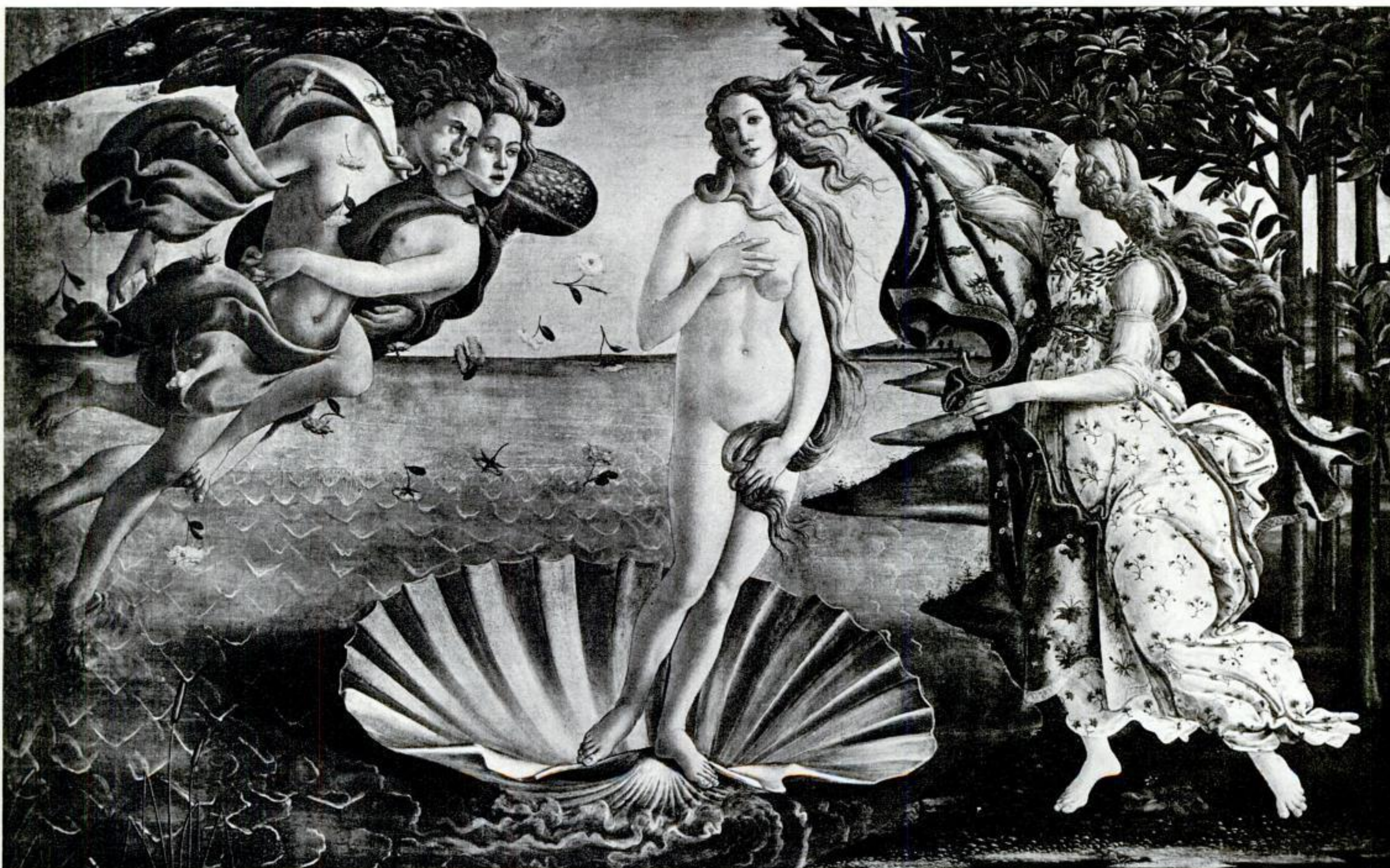
FOUR TONS OF ART SAIL FROM GENOA

If all the gold in the U. S. Treasury were shipped to Zanzibar, it could hardly be sent with more caution than the \$20,000,000 cargo of Italian art loaned to the San Francisco World's Fair. First the weather experts made sure California's climate would not shrink or crack the paintings. Then the 40 old masterpieces were packed in three huge cases, loaded onto the *Rex* at Genoa. Arriving in New York, they were transferred to a special car. Four armed guards rode with them to San Francisco. Signor Morassi, of Milan's Brera Museum, superintended their unpacking and hanging in the Palace of Art, a fireproof building which will later be converted into an airplane hangar.

Although the chance of theft is small, as the works are so famous no thief could dispose of them, guards will watch them night and day. Italy still recalls the sensational robbery of da Vinci's *Mona Lisa* from the Louvre in 1911. Here LIFE shows eight of these constantly guarded masterpieces.



Raphael's "Madonna of the Chair" is the world's most copied picture. Painted about 1510, this \$2,000,000 canvas was taken from Italy by the French during the Napoleonic War. After Waterloo it was returned to Florence, where it stayed until shipped to San Francisco this year.



"The Birth of Venus" is the most popular picture of Alessandro di Mariano dei Filipepi, better known by his nickname, Botticelli, meaning "little barrel." The model for this blonde goddess of love was probably Simonetta, famed mistress of Giuliano de' Medici and

wife of Marco Vespucci. Botticelli often painted well-known mistresses and ladies in the gay city of Florence. Moved to repent by seeing the church reformer, Savonarola, burned to the stake, Botticelli burned many of his nude drawings, ended his days in a monastery.

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FAMOUS BRONZE FIGURE OF DAVID WITH GOLIATH'S HEAD WAS MADE BY VERROCCHIO IN 1469. IT IS 48-IN. HIGH



HERCULES CRUSHING ANTAEUS IS BY POLLAIUOLO, FIRST ARTIST TO STUDY ANATOMY BY DISSECTING CORPSES



The murdered virgin queen of Egypt, better known as St. Catherine, is being carried to her sepulcher by three

angels in this fresco by Bernardino Luini. In Catherine's face Artist Luini painted the likeness of a girl he loved.



This wife of a prince, Cosimo de' Medici, was done by Bronzino about 1540. Later Cosimo was accused of killing her.



Art experts fight over this portrait of Pope Paul III attributed to Titian. Some claim it is one of several copies.



Giovanni Bellini signed this painting of *Madonna with St. John and St. Catherine*. But it was actually done by his pu-

pil, Previtali, who painted his own home town of Bergamo in the background, a common custom with Italian painters.



# Try this **EFFECTIVE** way to get your **Extra Vitamins**

**Now—new High-Vitamin Yeast**  
gives a richer combination of 4 essential vitamins,  
plus the "Booster Action" of fresh yeast



Rich man, poor man, white-collar worker—studies indicate many in *all* walks of life need *extra* vitamins, more than they are getting from their everyday meals.



Even if you think your vitamin supply is good—*slow digestion* may keep you, like so many others, from taking up all the vitamins you should.

**G**REAT NUMBERS of people live on diets which do not supply enough vitamins for glowing health, many studies indicate.

You—like so many others—may have slow digestion with poor secretion of digestive juices. If this is not stimulated you may fail to get full use of the vitamins you eat.

Be sure you get enough vitamins. Also be sure you get *full good* from the vitamins you do eat.

Eat your extra vitamins this *effective* way—in Fleischmann's *new* High-Vitamin Yeast. The remarkable "booster action" of fresh yeast, by stimulating slow digestion, can help you take up the vitamins you eat *more fully*—give *more complete results* than vitamins alone.

Eat 2 cakes a day to get all the average person needs of extra Vitamins A, B, D, and a rich supply of the Vitality Vitamin G.

## THREE QUESTIONS MANY PEOPLE ASK:

### 1 "How can I tell whether I need extra vitamins?"

If you catch *severe* colds that "hang on," you very likely need more Vitamin A.

If you feel *nervous*, irritable and have *poor digestion*, B is often needed.

Plenty of Vitamin D is essential for the proper use of the calcium and phosphorus in your diet, which are necessary for *strong bones* and *hard teeth*.

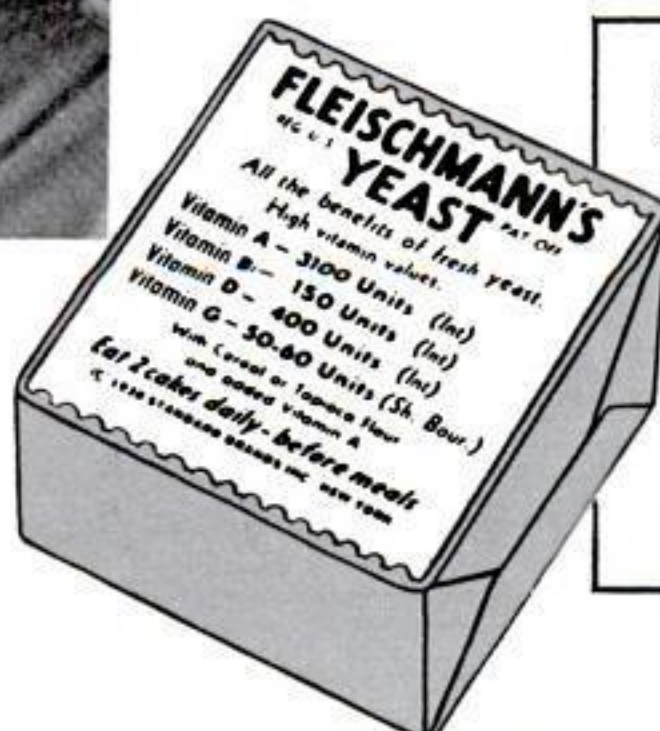
*Tiring* easily, too early aging may be due to a shortage of Vitamin G.

### 2 "Do people ever eat extra vitamins and not feel improvement?"

Yes. Slow digestion may cut down your assimilation of vitamins so you don't get the full good you should from them.

### 3 "Can poor vitamin assimilation be helped?"

Slow digestion can often be stimulated by eating Fleischmann's new High-Vitamin Yeast. This better digestion helps the body *make fuller use of the vitamins eaten*. It "boosts" their assimilation.



2 cakes of Fleischmann's new HIGH-VITAMIN Yeast eaten daily will give you . . .

**VITAMIN A—6200 UNITS (INT.)**  
**VITAMIN B<sub>1</sub>—300 UNITS (INT.)**  
**VITAMIN D—800 UNITS (INT.)**  
**VITAMIN G—100-120 UNITS (SH. BOUR.)**

Eat plain—or in a little water or milk—one cake ½ hour before breakfast or lunch, one cake ½ hour before supper. Start today!





AS HARRY VAN, CLARK GABLE TOURS EUROPE WITH SIX CHORUS GIRLS. PEAK OF THEIR ACT OCCURS WHEN GIRLS PICK UP GABLE, CARRY HIM OFF STAGE HORIZONTALLY

## MOVIE OF THE WEEK:

### *Idiot's Delight*

For the movie version of the play that won Robert E. Sherwood a Pulitzer Prize in 1936, Metro-Goldwyn-Mayer experimented boldly by casting Clark Gable and Norma Shearer in the roles made famous on the stage by Alfred Lunt and Lynn Fontanne. For both stars these roles represent an abrupt departure from their accustomed styles. In addition to a blonde wig, Miss Shearer had to acquire a Russian accent as thick as canned borsch. Gable's job was even harder. He had to learn to dance. Gable took lessons for six weeks, soaking his size 11-C feet in salt water twice daily. He still dances atrociously. The experiment was otherwise successful.

*Idiot's Delight* concerns an itinerant vaudeville hooper and a fake Russian countess. They meet first

in an Omaha theater, when she is a hard-working acrobat, re-encounter each other years later in Europe on the eve of a general war. Title of *Idiot's Delight*, borrowed from a game of solitaire, is no reflection on the taste of audiences which are likely to be highly pleased by this picture. It is a statement of the author's opinion of mass destruction. If the casting of the picture was bold, the statement of its theme is more discreet. No countries are mentioned by name. Soldiers who spoke Italian in the play speak Esperanto in the picture. This last development, requested by the Italian Government, was a shock even to Robert Sherwood who adapted his own work for the screen. Asked if anyone had collaborated on the dialog, he said: "Yes, Mussolini."



1 Back from the War, Harry Van makes the rounds of agents' offices. He is disgusted to find that jobs are scarce.



2 The best Harry can do for himself is an old-fashioned vaudeville hoofing act, with Prohibition jokes.



3 Often "at liberty," Harry is reduced to peddling cure-alls and elixirs. The Indian chief looks out for the cops.

CONTINUED ON PAGE 47





# When it Pours—

CHEERFULNESS *Reigns* INSIDE

**T**HERE'S a lot of sunshine in a bottle of vermouth—it seems as if you could taste it. Do you think that's imagination?—well, try a glass. Try it straight (chilled) so you can get the full spicy, bitter-sweet flavor—and you'll think of vineyards and herb farms under the warm Italian sun. Try it straight and you'll *find out what makes a cocktail taste good*. You'll realize why vermouth is enjoyed in every country on the globe—the great appetizer before meals, and one of the most universal of drinks.

Straight or in a cocktail it will make your lunch or dinner look more inviting. With soda, it's the conservative drink for a long evening—vermouth is versatile! But make sure you taste it straight—for vermouth, one of Europe's oldest drinks, is the newest drink of America! We mean Martini & Rossi, of course—it's the standard.

SOLE AGENTS FOR U. S. A., W. A. TAYLOR & CO., NEW YORK



Alcohol by vol.  
Italy, 15.95%  
Dry, 18%

## 3 MOODS IN 1 BOTTLE (Either Bottle)

1. Be gay—have a Manhattan or Martini.
2. Be moderate—have vermouth straight. Served chilled in cocktail glass.
3. Be conservative—have vermouth and soda. Mixed like a highball, using vermouth instead of whiskey.

**MARTINI & ROSSI**  
**VERMOUTH**



What the living-room is to mainlanders, the lanai (porch) is to the people in Hawaii. A place with a view—where the family gathers—where gracious hospitality is extended to all. (Photographed in natural color by Grancel Fitz for the Hawaiian Pineapple Co., Ltd.)



## WANTED

Something different in fruit. Something that is appetizing and easy to digest. It must be convenient and economical to serve . . . and, above all, a shape and a size that small children can eat without help.

## FOUND

In Hawaii and at grocers everywhere, just what was "wanted"—Dole Pineapple "Gems"! New and most inviting. Golden spoon-sized cuts of luscious pineapple from the juiciest and tenderest part of the fruit.

## REWARD

Reward comes to those who serve "Gems" and to those who eat them—new color, new luscious flavor, new ideas for breakfast, and for luncheon and dinner, appetizers, salads and desserts. And children love "Gems"!



## Idiot's Delight (continued)



**4** Climax of Harry's vaudeville career is a mind-reading act. His partner, Madame Zuleika, complicates the routine by drinking tumblerfuls of gin on the stage.



**5** On the same bill is a trapeze artist (Norma Shearer) who asks Harry to take her to supper. Harry is puzzled by her high-toned vocabulary but finally agrees.



**6** Years later, touring Europe with his blondes, Harry is stopped at a border hotel. When a richly dressed Russian countess enters, he thinks he knows her.

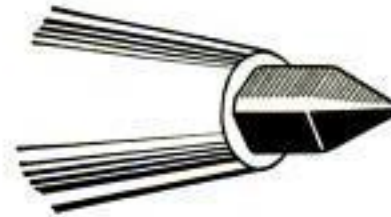
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● Again, Eversharp offers you the biggest pencil bargain of the year—a dollar's worth of pencil—for 49¢!



**8,500 words per filling!** You can write a young book with one stick of lead—because it takes 4-inch Eversharp Square Leads—nearly four times as long as ordinary leads. And the reserve chamber holds four extra leads!



**Gives a sharper, finer line!** Using *only* patented Eversharp Square Lead, this pencil always has a fresh, keen point—writes sharper, finer—with less breakage! Eversharp Square Lead is at least 30% stronger than thinner round leads of the same writing grade!



**Cramp-preventer tip** is molded for your finger rest—helps keep your hand from tiring when you write steadily.



**Jumbo-size eraser** lasts three times as long as ordinary kind—and the Reversible Cap keeps the eraser clean and the pencil "dressed up." *Three erasers FREE with each pencil!*



**Dark and handsome!** Made of pyralin in three beautiful new color combinations: *black*, and black with red or blue pearl. New streamlined clip holds pencil securely in your pocket. Buy a set of 3 pencils—use them with different colored lead!



**And an extra bargain!** While this pencil sells for 49¢ (it's going up soon) you get the regular 15¢ package of 4-inch Eversharp Square Lead for only 10¢—when you buy it with this pencil. Only one package at this price with each pencil. The Wahl Company, Chicago, U. S. A.

**Get it today**—at pen shops, stationers, department, jewelry, drug stores!

ONLY THE WAHL CO. MAKES THE GENUINE  
**EVERSHARP PENCIL**



# A WOMAN IN LOVE JUST CAN'T AFFORD TO GET DRY, LIFELESS "MIDDLE-AGE" SKIN!



ISN'T MY ENGAGEMENT RING LOVELY, KAY? I WAS SO SURPRISED WHEN JIM GAVE IT TO ME LAST NIGHT!

WELL, I KNEW HE WOULD, BABS! HOW COULD ANY MAN RESIST THAT "SCHOOLGIRL COMPLEXION" OF YOURS?



I WISH I COULD DO SOMETHING ABOUT MY COMPLEXION! I LOOK POSITIVELY MIDDLE-AGED—MY SKIN'S SO DRY AND LIFELESS

MAYBE YOU'RE USING THE WRONG SOAP! WHY DON'T YOU TRY PALMOLIVE? IT'S MY BEAUTY SOAP!



## OLIVE OIL THE SECRET

YOU SEE, PALMOLIVE IS MADE WITH OLIVE OIL, A MATCHLESS BEAUTY AID PROVIDED BY NATURE HERSELF TO KEEP SKIN SOFT, SMOOTH, YOUNG! THAT'S WHY PALMOLIVE IS SO GOOD FOR DRY, LIFELESS SKIN!



AND BECAUSE PALMOLIVE IS MADE ONLY WITH OLIVE AND PALM OILS—ITS LATHER IS REALLY DIFFERENT! IT CLEANSSES GENTLY YET SO THOROUGHLY. KEEPS PORES SO CLEAN AND HEALTHY. LEAVES COMPLEXIONS RADIANT!

WELL, I'LL START TODAY TO USE PALMOLIVE, TOO!



## MADE WITH OLIVE OIL!

THAT'S WHY PALMOLIVE IS SO GOOD FOR KEEPING SKIN SOFT, SMOOTH, YOUNG!



## Idiot's Delight (continued)



7 For Harry, *les blondes* constitute a more serious problem than the threat of immediate war. He seats them at the bar, lets a young officer take charge.



8 Still puzzled by the mysterious "countess," who is traveling with a munitions millionaire, Harry puts on his act. The countess smiles as she watches.



9 When the act is over, Harry dances with the countess. Sure she is really his old friend, the trapeze artist, he tries unsuccessfully to make her admit it.





**10** When the war starts, the countess' protector decides to depart alone, causes her passport to be questioned. The countess tries hard to explain matters.



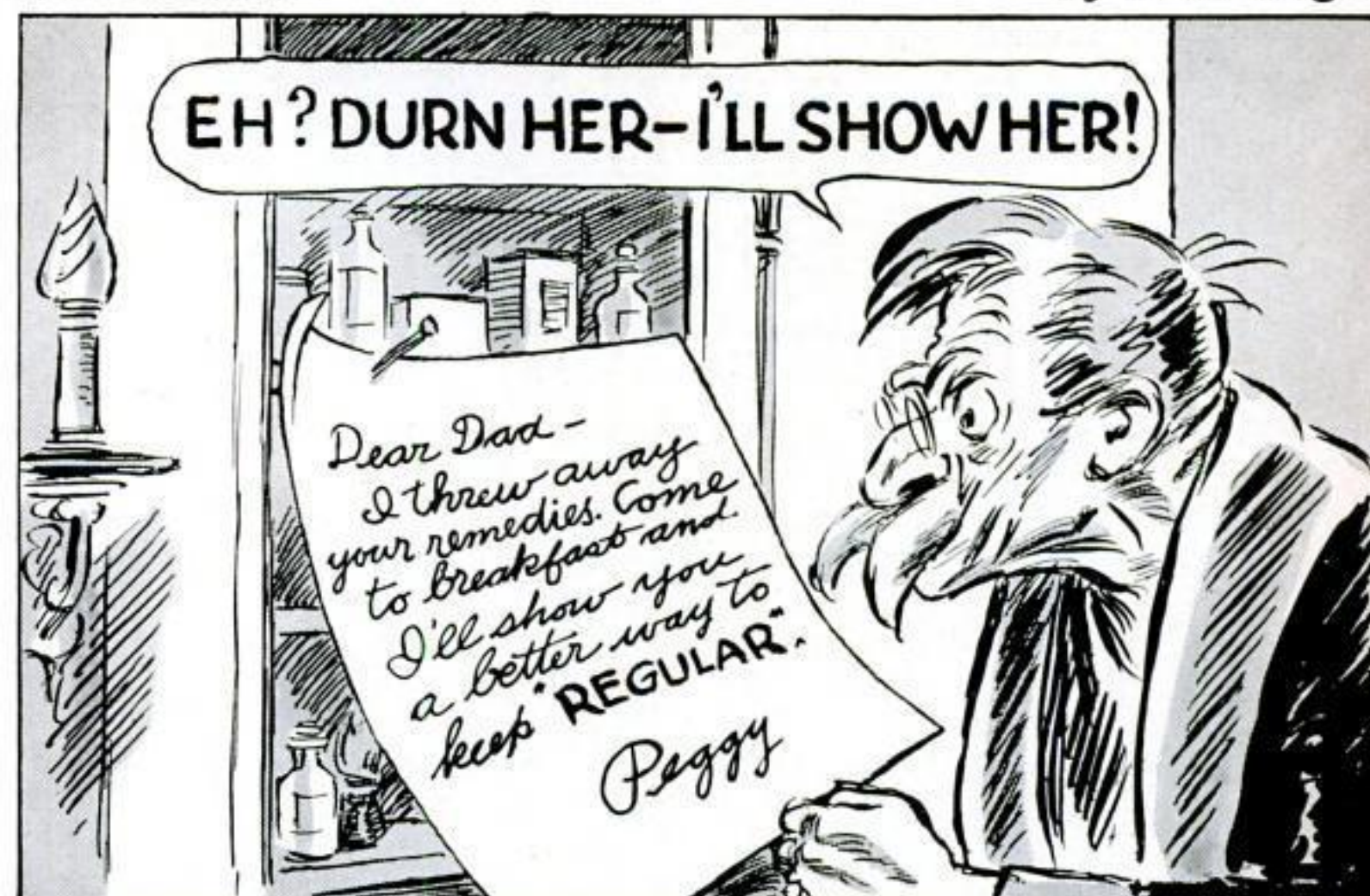
**11** After frequent denials, the countess finally admits she is really the trapeze artist. She proves it by telling Harry the number of his hotel room at Omaha.



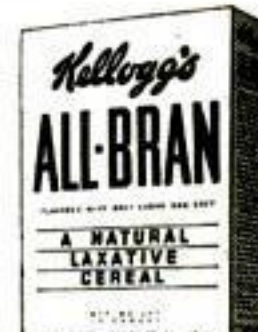
**12** Below the border hotel is a gigantic airport, which is the first target for enemy bombers. Harry and the countess watch together as the air raid starts.

**FAIR ENOUGH!**

—by C. A. Voight



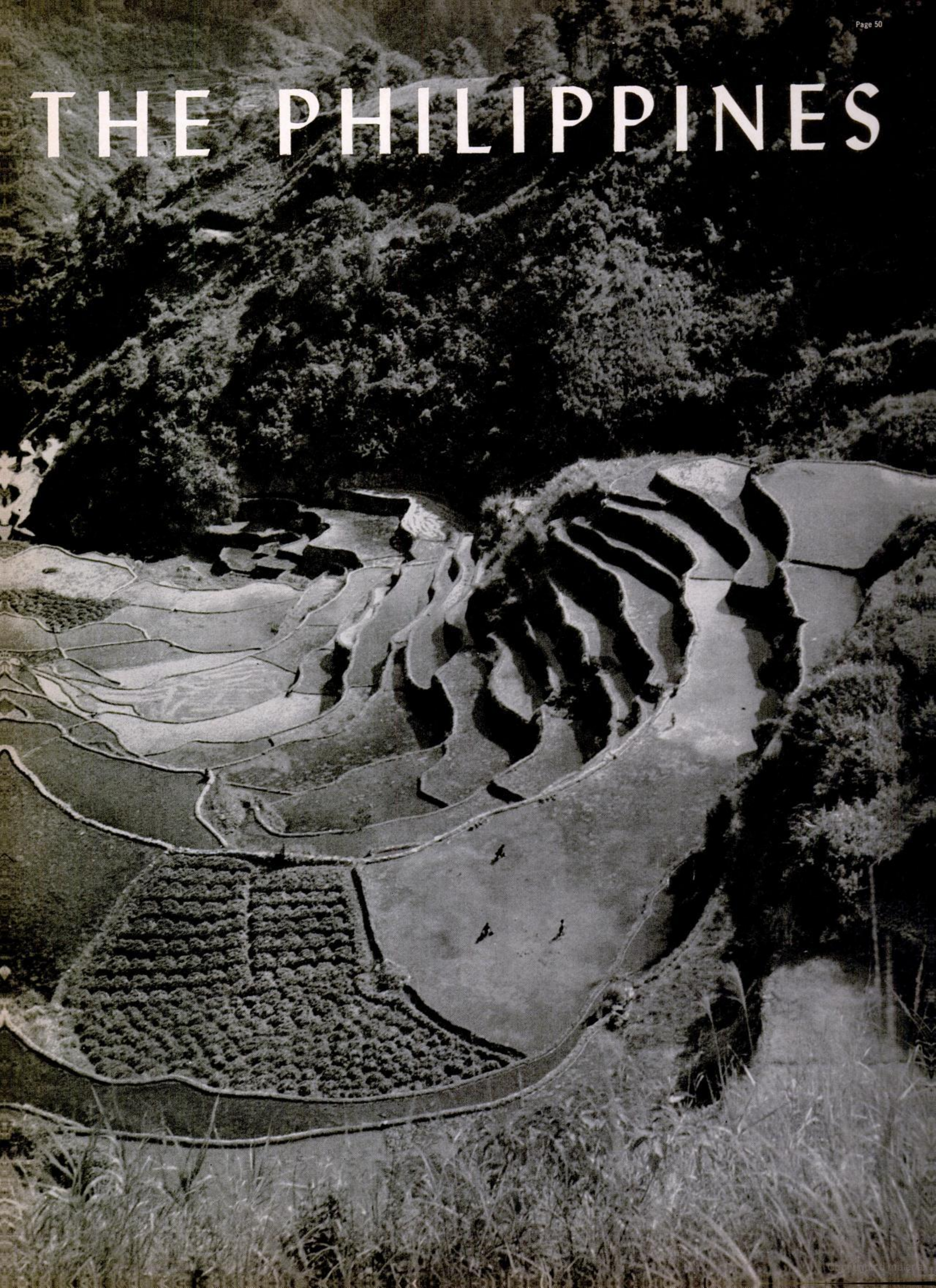
**W**HY let yourself suffer those dull, lifeless days due to constipation. Why bring on the need for emergency medicines, when there may be a far better way? That way is to **KEEP** regular by getting at the cause of the trouble. If it's common constipation, due to lack of "bulk" in the diet, a pleasant natural cereal—Kellogg's All-Bran—goes straight to the cause by supplying the "bulk" you need. Eat it every day, drink plenty of water, and "Join the Regulars"! All-Bran is made by Kellogg's in Battle Creek.



**Join the "Regulars" with  
KELLOGG'S ALL-BRAN**



# THE PHILIPPINES







UNCLE SAM PRESENTS FLAG OF FREEDOM TO MISS PHILIPPINES

## America's Far Eastern frontier contains 7,091 problem islands

**F**orty years after an Assistant Secretary of the Navy named Theodore Roosevelt took it on himself to order Admiral Dewey to seize the Philippines, the U. S. still does not know what to do with the 7,091 troublesome islands that compose its Far Eastern frontier. This frontier lies 1,400 miles beyond small Guam, whose prospective fortification as a U. S. naval base has just stirred Japan to angry outbursts. If Japan should seize the Philippines, no one in Washington today knows for sure whether the U. S. would attempt to regain them at the cost of a long war. Recent polls show that though 75% of Americans do not want to give up the islands, only 45% think they would fight to keep them.

These problem islands have been yipping for freedom for decades. In fact, U. S. sugar interests, fearful of competition, prevailed on Congress in 1934 to give them political independence in 1946. But last month President Roosevelt recommended to Congress that this country keep its economic control over the Philippines until 1961.

Nearly 2,000 years ago the Malaysians who settled the Philippines built the magnificent field-stone terraces for growing rice, shown on the opposite page. In 1565 they were conquered by the Spanish, named for Spain's King Philip II and ruled from Mexico. Their Mexican silver coins became China's so-called "Mex dollars." In 1898 the U. S. "saved" them from Spain, began treating them first as an empire, then as a laboratory for democratic ideals.

Today the U. S. buys 80% of what the Philippines sell—primarily sugar, coconut products, hemp and gold. The Philippines, however, buy only 3% of what the U. S. sells. Only \$160,000,000 in American money is invested in the Philippines—a third of the amount of the American investment in Japan. But the Philippines' destiny is controlled by the fact that the U. S. is the only possible market for most Philippine products.

Ever suspicious of its colonial empire, the U. S. has limited Philippine immigration into this country to 50 Filipinos a year. They now total 75,000 in the U. S., of whom 30,000 in California have won a police-court reputation as great lovers. White Americans living in the Philippines now total nearly 10,000 plus 7,000 soldiers, some sailors of whom one is shown at right dancing with a native hostess in Manila's Santa Ana dancehall.

The patriotic ceremony shown above was held last August in Manila, on the 40th Anniversary of Manila's capture by U. S. troops. As Filipinos celebrated their fortunate conquest, President Quezon declared, "All we have we owe to that starry flag and that great people!"—which was the literal truth.



CONTINUED ON NEXT PAGE



# THE PHILIPPINES (continued)



A god of the pagan Igorots is carved of wood, embellished with water-buffalo horns. The Igorots are farmers who used to hunt heads.



Delicacy of the Igorots is dog—starved, then overfed on rice, then beaten to death and roasted. The islands have few mammals.



The Igorots in the north are considered the finest physical specimens in the islands. Like all the other Filipinos except the pygmies, they too came originally from the Malay mainland. Young girls live apart from boys, marry after they get pregnant by stealth.



Civilized Filipino of Manila wears \$10 "mestiza" gown of pineapple and hemp fiber (*piña* and *jusi*), but no corset. This girl was elected Queen of Manila's pony taxi drivers.

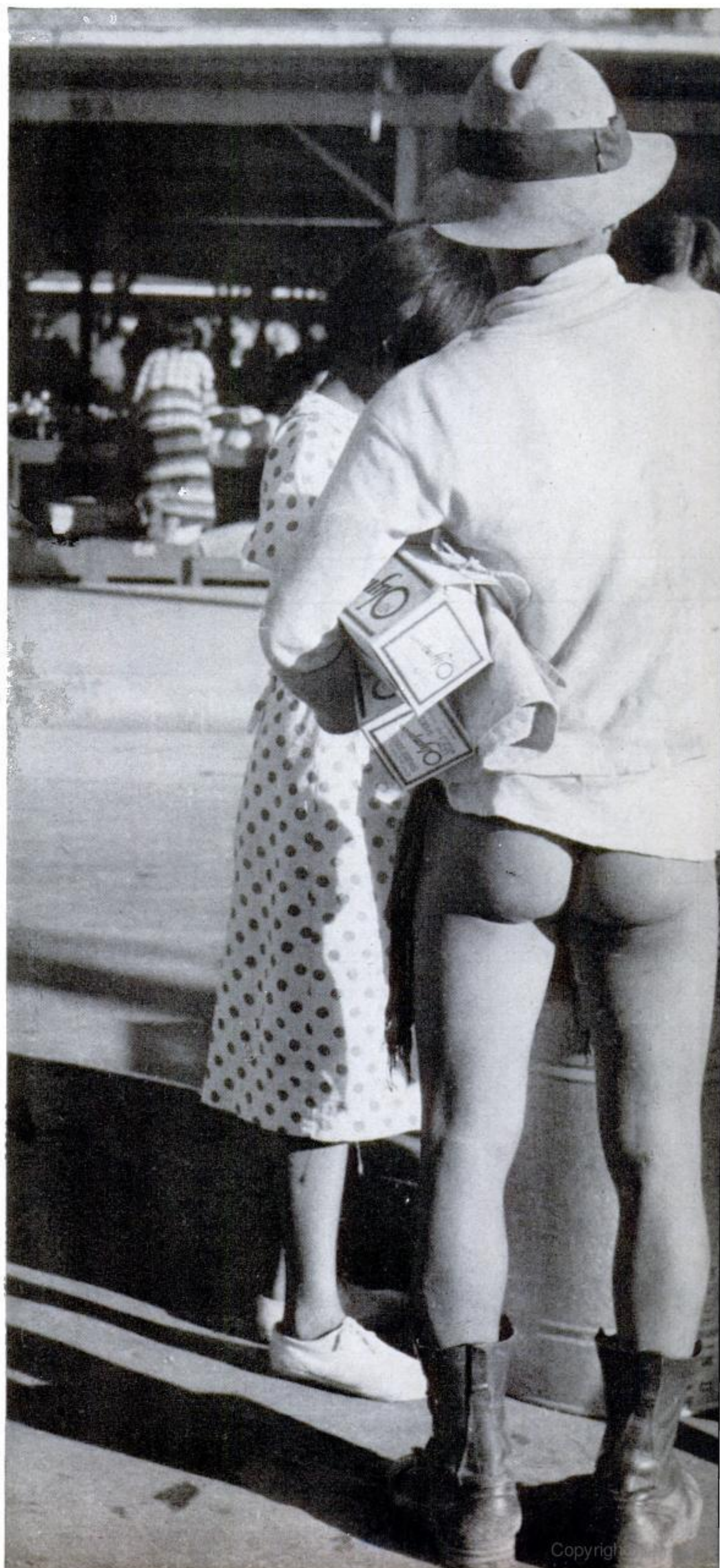


Aristocrat is Susan Magalona, 17, who Filipinos claim is prettier than Deanna Durbin.

## Its people, under American rule

The Filipinos are the most fortunate people in all the Orient and one of the least deserving. They started with a civilization far inferior to those of the neighboring Chinese, Japanese, Siamese or Javanese. The Spaniards converted most of them to Catholicism. The Moros, hard-fighting minority in the far south, stayed Moslem and other small groups—Igorots, Bontoks, Ifugaos and Tinggians—stayed savage in the north. (All four are called Igorots.) But so fertile is the Philippine land that all were able to live almost without work.

This piece of luck was transcended in 1899 when the U. S. took over the islands from moribund Spain. For nearly 40 years, the U. S. has given the Filipinos a benevolent rule unprecedented in world history. The Filipinos now have the highest standard of living in the Orient,





# are the luckiest in the Orient

fine roads and bridges, schools and hospitals, a clean bill of health and a national debt of \$2 a head. Lowest estimate on what this has cost the U. S. is half a billion dollars, not counting the original purchase price of \$20,000,000 paid to Spain, the subsequent cost of subduing the islands' rebellious natives and U. S. losses in tariffs.

For this the backward Filipinos have remained free in a world of white and yellow conquerors. Except for a U. S. High Commissioner, they already rule themselves. But they are still incredibly lazy and incompetent, spoiled and quarrelsome. Accustomed to nakedness, the Igorots, like those below, put on shirts and shoes when they come to town, but no trousers. For all the fond U. S. belief that the Filipinos have learned democratic ways, they will inevitably slide into dictatorship.



**Best fighters** are rebellious Moslem Moros in south. Gunda Ran Gin fought Pershing, "a good fighter," wishes he would come back.



**Unshucked rice stalks** form the headdress of this Igorot child whose well-to-do parents have fitted him with brass bracelets for life.



**Moro boys** of Zamboanga in the far south study the Moslem *Koran* on individual book rests. The Moros have resisted through the ages not only Christianity but also conquest, until they found that their kris were no good against machine guns. They are in revolt right now.



**Into a nunnery** goes rich Carmen Joven Valdes, here seen through its bars. Catholic Filipinos dress for this rite as for a wedding, in the belief they are marrying Christ. Carmen took the name of Sister Margaret Mary, entered a Carmelite convent limited to 19 nuns.

CONTINUED ON NEXT PAGE



## THE PHILIPPINES (continued)

### Filipinos are fine fighters

**T**hat the Filipinos are fine fighters and born soldiers is a fact that few Americans know. The best are non-Christians — the Moslem Moros. Today the new Philippine Army has the benefit of American officers' advice and the loan of General Douglas MacArthur, the only U. S. citizen who is a Field Marshal.

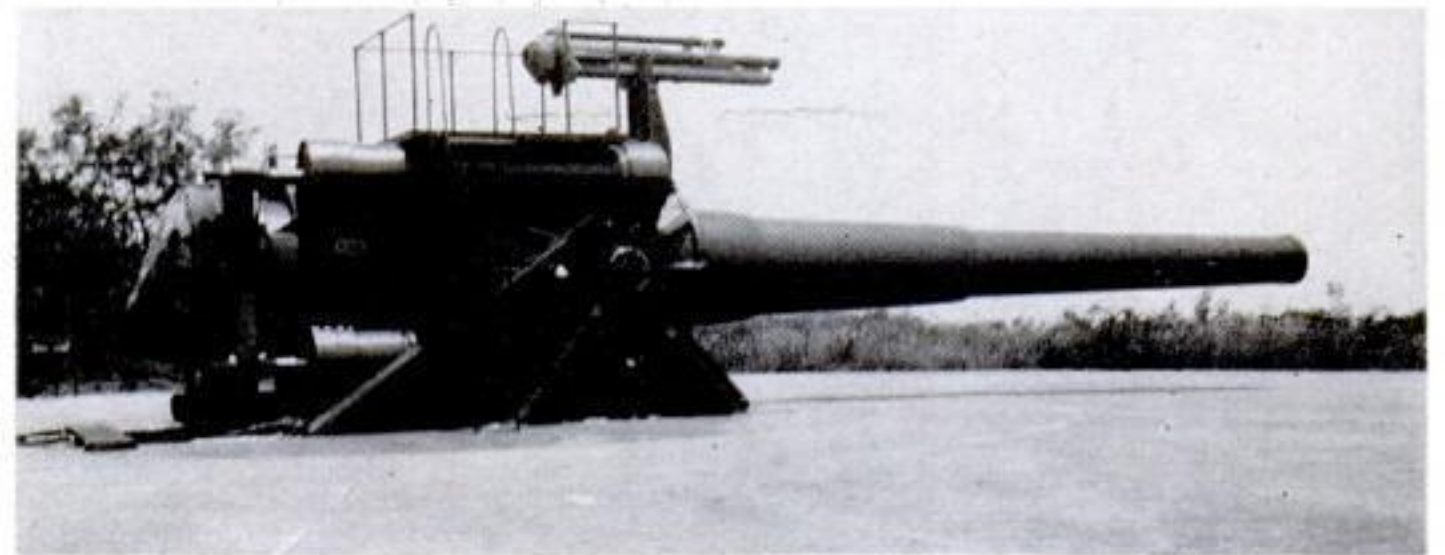
Never before shown are the pictures below of the U. S.'s great fortification at the mouth of Manila Harbor—Corregidor and Fort Drum. Inside the harbor is the naval base of Cavite, which the U. S. will probably keep in a free Philippines. The U. S. Army now maintains 7,000 white men and 4,000 Filipinos of the Philippine Scouts in the islands.



**Fort Drum** faces famed Corregidor at entrance to Manila harbor, is armed with 14-in. turret guns. Tower is a cage mast equipped with searchlights and fire-control platform.



**Philippine High Command:** from left, Vice President Osmeña, High Commissioner McNutt, President Quezon, Field Marshal Douglas MacArthur, Chief of Staff Santos.



**Corregidor defense** has an 1895 12-in. gun with a modern carriage, shoots 16 miles. The miniature gun above it is used for routine firing practice to save ammunition.



**IN FOREGROUND, CORREGIDOR'S MIDDLESIDE BARRACKS, OFFICERS' HOUSES. ON HILLTOP, TOPSIDE BARRACKS AND HOSPITAL. PICTURE LOOKS WEST**



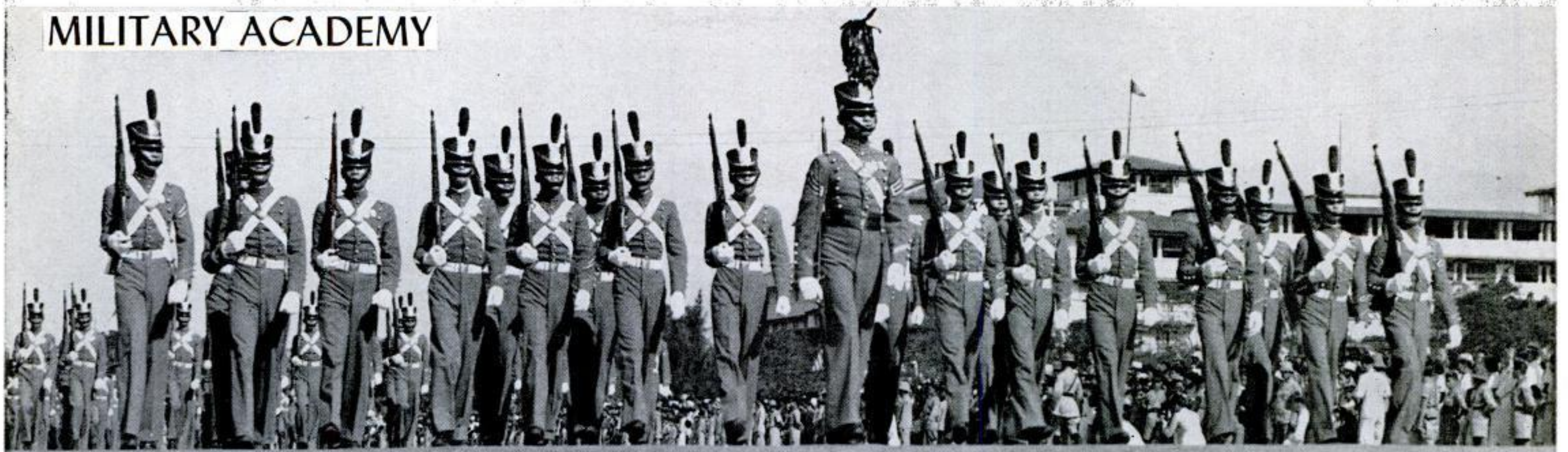
**Filipino cadets** are almost indistinguishable from West Point cadets, except for their Oriental faces. Here a cadet who was absent without leave is being tried by a court-martial of officers, will lose his liberty. The academy's discipline is fully as strict as West Point's.



**Moro conscript** registers for the new conscript Philippine Army. The officer is a Filipino lieutenant in the First Infantry. Moros are the Philippines' best fighters. So many 20-year-olds registered that the first conscription of 40,000 in 1936 was swamped by applicants.



## MILITARY ACADEMY



**"West Point" of the Philippines** is the Military Academy at Baguio, organized in 1936. It has proved the surprising fact that Filipinos take brilliantly to soldiering. Morale,

discipline and competence of these cadets are on a par with those of any military academy in the world. These cadets, marching behind a lieutenant and carrying U. S.

Springfield rifles, serve four years at the academy to get commissions. Many of the instructors are Filipino West-Pointers and the Academy is modeled on West Point.

## THE NEW ARMY

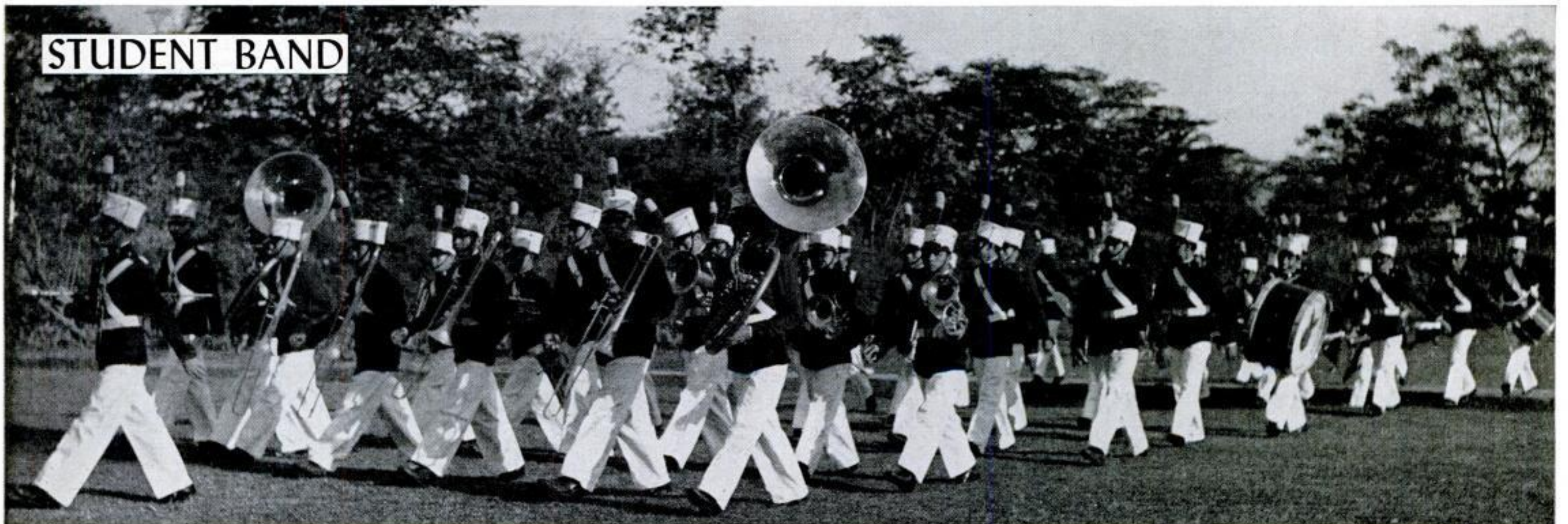


**A native army** is now being born in the Philippines. Since 1937, 40,000 conscripts a year have been taken for a half-year training period. By 1946, when the Philippines are to

be freed, they will have an army of 400,000 which Field Marshal MacArthur optimistically says can stand off an invasion of up to 5,000,000 men. They have been trained

by crack native veterans of the U. S. Army's Philippine Scouts and by white U. S. Army officers and men. Uniform is a sensible tropical adaptation of the U. S. uniform.

## STUDENT BAND



**Parades and music** so carry away the Filipinos that nearly every college has its own band and its own imitation army. These form a Reserve Officers' Training Corps. High-

school boys train with wooden guns, are later conscripted into the Army. These boys, however, grow up to be hard fighters, for all their flamboyant uniforms. In addition

every village can scrape up at least a piccolo, horn and drum for a village band and a parade. Observers think a free Philippines would promptly march into a dictatorship.

CONTINUED ON NEXT PAGE



## THE PHILIPPINES (continued)

# Japanese immigrants know how to make use of the rich land



EX-CONSUL GENERAL

**M**uch-advertised menace to a free Philippines is Japan, if it conquers China. If not, the menace is China. For both are overpopulated and the Philippines are notably underpopulated. Japan could use the Philippines' gold and chromite, coconut oil, hemp, copper, iron, coal, but not its No. 1 crop, sugar, because Orientals eat little of that. The ease of a Japanese economic conquest is already demonstrated by the 21,000 Japanese now in the Philippines. Hard-working and efficient, they can produce three times as much per acre as a Filipino. By seed selection, irrigation and scientific farming, they have enormously im-

proved the quality of Philippine hemp which they sell chiefly to the U. S. The chief Japanese colony in the Philippines is in Davao, a town on a first-class naval harbor in the south facing the Dutch East Indies.

The Japanese feel, chiefly, amazed contempt for the indulgent U. S. rule of the Filipinos who are usually thoroughly misunderstood by Americans. Japan, through its Consul General, lately Kiyoshi Uchiyama (*left*), backs up and subsidizes the Japanese on the spot. When the Chinese, who owned 80% of the stores declared an anti-Japanese boycott, Japan put Japanese into the store business (*see below*). Last month Filipinos, declaring the Japanese fellow Orientals, moved to open the Philippines to Japanese and Chinese immigration under quotas. Foreigners are still legally barred however, from owning land. Japanese get around it by marriage or by using dummy purchasers.

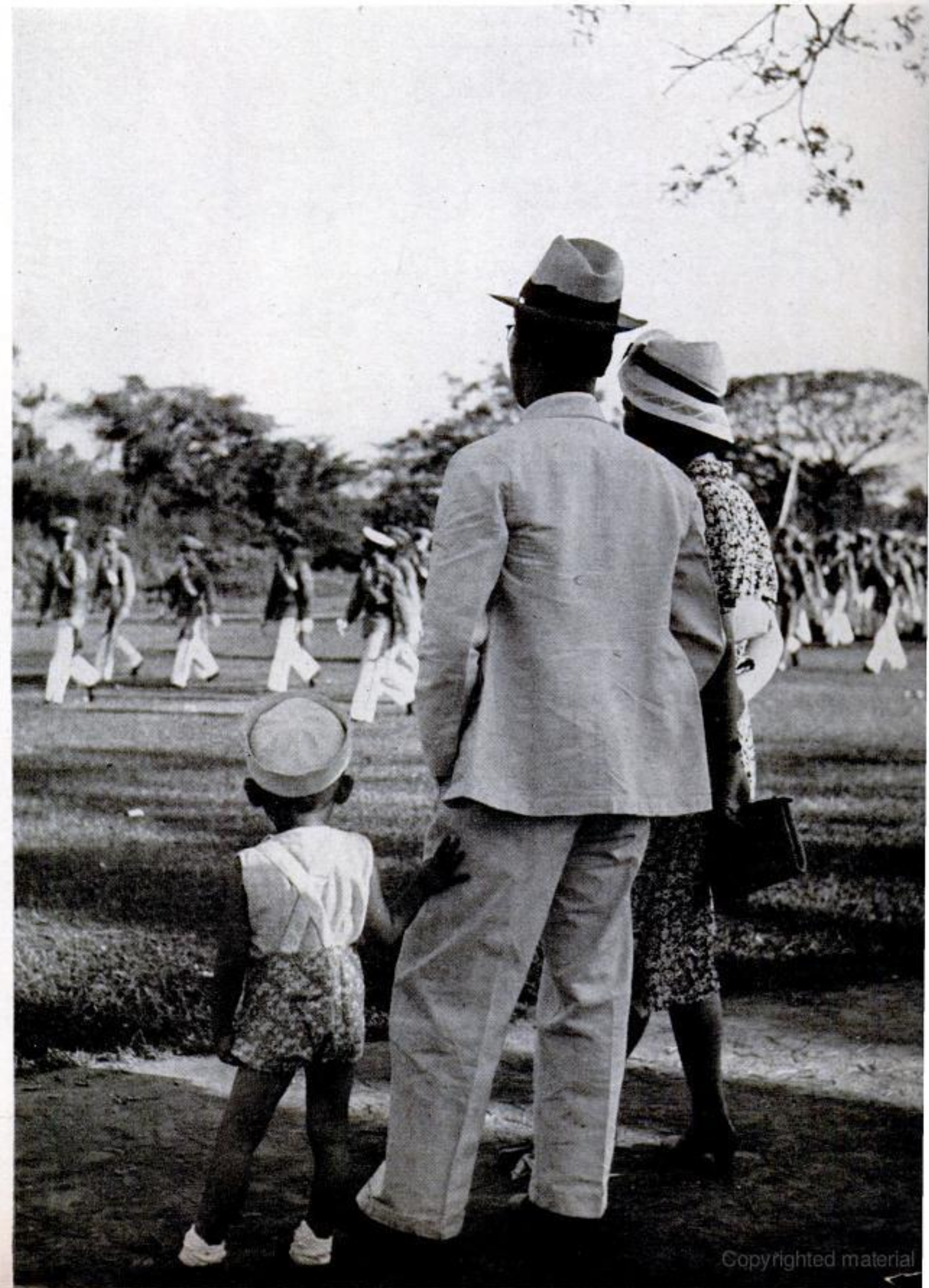


THIS MAGNIFICENT MANILA HEMP IS GROWN BY SOME 20,000 JAPANESE WHO HAVE

**Japanese storekeeper** in Manila's Echague St. advertises "DUMPING SALE" in his "Kobe Bazar." He and his kind do 40% of the islands' retailing on Japanese subsidies.



**Prosperous Japanese**, wife and son watch the parade of Japanese schoolboys' reserve officers' training corps. Though papa apes the U. S. in his Western dress, he probably keeps his Japanese citizenship.







TAKEN OVER THE ABACA PLANTATIONS OF DAVAO. IN BACKGROUND, MOUNT APO



JAPANESE HEMP KING WAS OHTA, WHO FIRST STARTED DAVAO COLONY

One Japanese gravestone, made in the form of a Shinto *Torii* Gate, stands out against the Christian crosses in Manila's North Cemetery. Japanese prefer to have their bodies sent back to Japan.



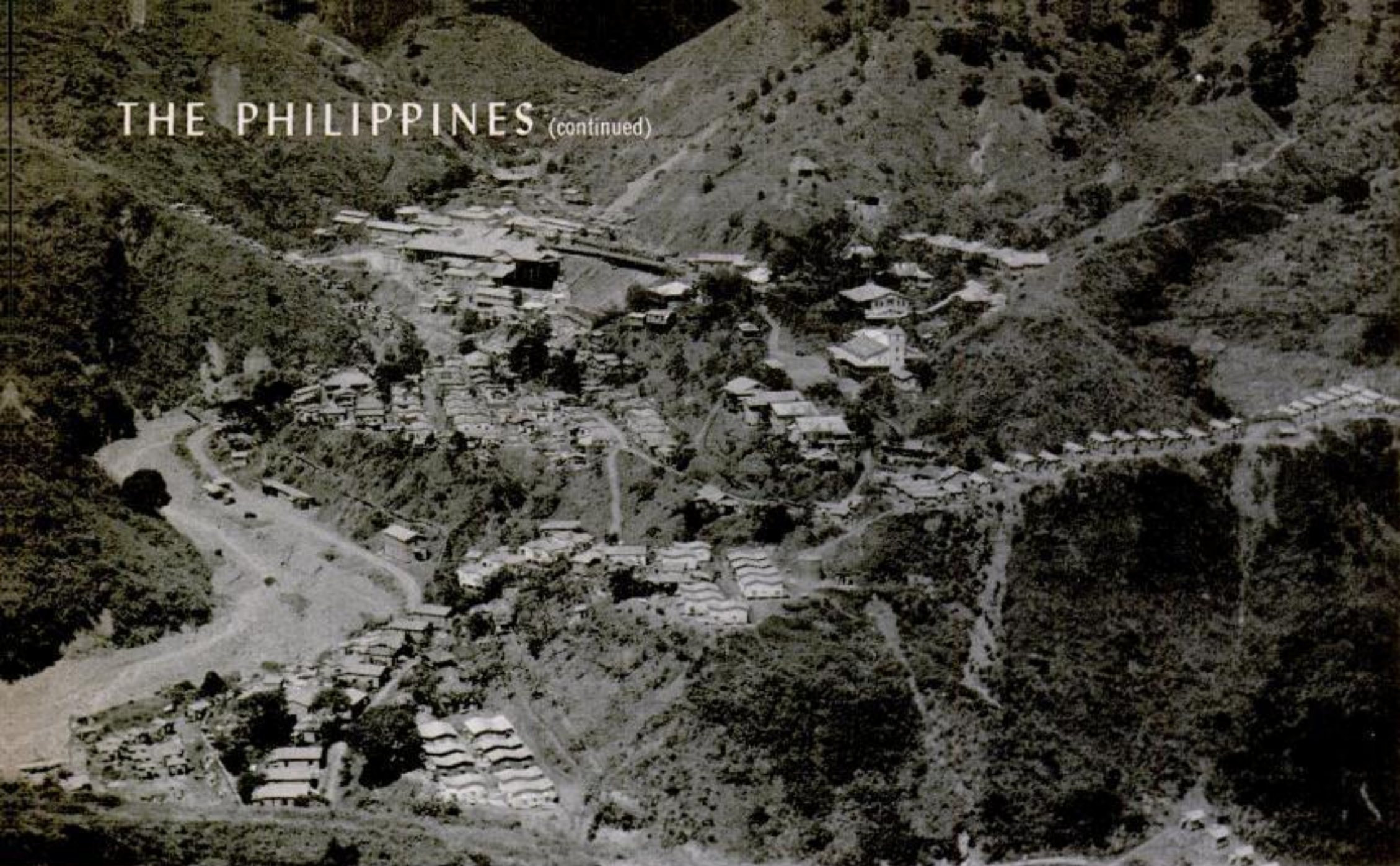
Japanese lady barber shaves a Filipino. She and her husband own the shop, hire a Filipino assistant. Like most Malays, Filipinos do not have to shave often. A shave costs 10¢.



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# THE PHILIPPINES (continued)



**Benguet Consolidated's Antamok Gulch** mine discovered in 1903, is Philippines' first modern gold mine. Owner Haussermann indulged superstition of 5,000 Igorot miners that

feasts must be held to placate the gold god, that miners may eat only pig and buffalo while mining, may not sleep with wives and must leave some gold as seed for the future.



**Change of shifts** at Benguet mine. The sign lists working hours as from 7 to 10 a.m. and from 2 to 3.30 p.m. Benguet paternalism has won the complete loyalty of the Benguet

Igorot miners. They get movies, a swimming pool, medical service, a sheet-iron house apiece and schools (see below). These shoeless Igorots have a nobility based on wealth.



## Their gold mines are their ace in the hole

The one indubitable profit the U. S. gets out of the Philippines is gold. The wooden monument on the opposite page represents the bulk of gold dug out of the islands from 1907 to 1934. The final 22,000,000 pesos means \$11,000,000. Last year the gold-take had risen to \$30,000,000. This is approaching the annual gold yield of California, is a third again that of Alaska. And some geologists believe that they have not yet scratched the gold core of the Philippines, of which scarcely half the total surface has been even explored.

The 8-in. solid gold Goddess of Mindanao (above) proves that the Javanese were working Philippine gold 1,000 years ago. The natives tell of having chased a golden stag long ago into the mountains. Wherever his hoofs struck, gold grew.

Strangely enough, Americans were slow to get the scent of Philippine gold. The islands' gold boom, now getting its second wind, is chiefly due to the staying powers of "Judge" Haussermann (below), an American second lieutenant in 1898 who kept after gold until he made his fortune, and a hundred others. Today this Ohio farmer's son heads Benguet Consolidated whose two great mines are the Antamok Gulch (left) and Balatoc, where the golden stag ran into the mountainside. Balatoc ore averages \$15 per ton and one pocket assayed \$282,000 to the ton. All Philippine gold is sold to the U. S. Treasury. "Judge" Haussermann, who still owns a small-town bank in Ohio is probably the most respected man in the Philippines, and his prestige with the natives is second only to that of the U. S. High Commissioner.



"GOLD KING" JOHN W. HAUSSERMANN







## THEATER



FOR A TABLE, THE GIRLS USE A MADE-OVER BOOKCASE, SIT ON THE FLOOR BECAUSE THEY OWN NO CHAIRS

**Girls' home** is old brownstone house off lower Fifth Avenue. Rent is \$100 a month. On the steps stand Shirley and Lyn.



**In the dressing room** (i.e., bathroom) Lyn fixes Bobbie's hair. The girls all act as make-up women for each other.



## FOUR YOUTHFUL ACTRESSES GIVE THEMSELVES A BREAK

**N**obody knows better than a young actress how hard it is to get ahead on the stage. No matter how long she studies or how hard she works she still has to get the breaks. The four young actresses shown here are giving themselves the breaks. They are the nucleus of the Drove Players, a group which produces its own plays, invites actors and producers to come in and watch them and be impressed.

They act out plays in their Manhattan living room which is both stage and auditorium. The players move among audience, virtually sitting in its lap.

These four girls live together, sharing expenses and housework. Isabelle Kimpal, 21, and Bobbie Howell, 21, dance in *I Married an Angel*. Shirley Osborn, 20, and Lyn Swann, 23, now out of work, have played bit parts on Broadway. Lyn, a descendant of Thomas Jefferson, was understudy to the female lead in last season's *Our Town*. Shirley, who is in the *Social Register*, is the granddaughter of the late Henry Fairfield Osborn, long-time president of the American Museum of Natural History.



ISABELLE KIMPAL



SHIRLEY OSBORN



LYN SWANN



BOBBIE HOWELL

**At rehearsal**, Shirley and Bobbie run through a scene. Kneeling behind, watching them intently, is Forrest Thayer, their director.







ISABELLE KIMPAL AND BILL HOWELL ACT OUT A SCENE FROM A COWARD PLAY



BOBBIE TRIES OUT A NEW BALLET COSTUME BEFORE BATHROOM MIRROR

The stairs are used as setting, help to relieve congestion on the stage. In this scene is Bill Howell, brother of Bobbie (seated).



The audience surrounds the players during the performance. Seated near the fireplace at right is Tom Kilpatrick, theatrical producer.



Refreshments are served during the intermission. There is no charge made for them or for admission.





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FOUR YOUNG ACTRESSES (continued)



Ballet lessons are given Lyn and Shirley by Bobbie (left) and Isabelle (right), both accomplished dancers. Hard workers, the girls are always studying and rehearsing.



Isabelle stretches on the stairs because she lacks the bar and rail of ballet schools. Isabelle understudies Zorina in *I Married an Angel*, has gone on for her five times.



Thomas Jefferson's great-great-great-granddaughter, Lyn Swann, scrubs the kitchen. A Baltimore debutante, Lyn thinks her social background a theatrical handicap.





# How easy are you to get along with?

*In the following situations, what do you usually do? If you usually do "A," score 5; if you do "B," score 15; if you do "C," score 25.*



**1** If a friend who promised to meet you at the movies at 8:30 has still not shown up at 8:45, do you...

- A. Get mad and go in without the friend? (Score 5)
- B. Wait, but be pretty annoyed? (Score 15)
- C. Wait cheerfully, realizing there's probably some good reason for your friend's lateness? (Score 25)



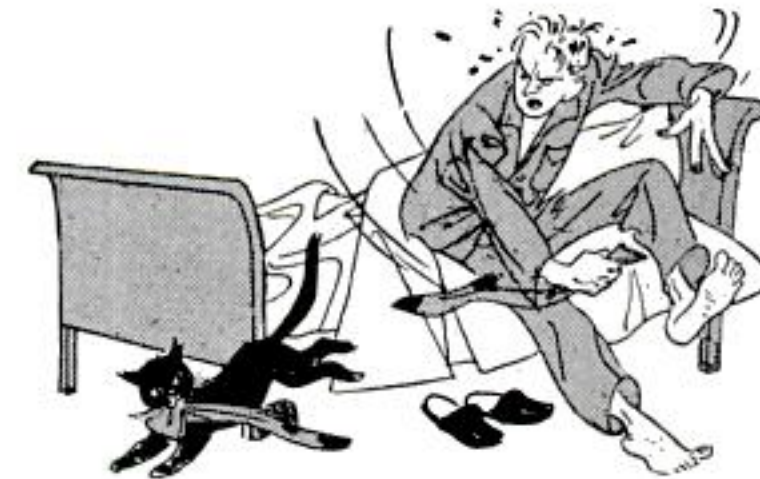
**2** If a friend with whom you are lunching eats noisily, do you...

- A. Make some sarcastic remark about it? (Score 5)
- B. Keep still, but silently resent it? (Score 15)
- C. Decide that the way he eats is his own business, and think no more of it? (Score 25)



**3** If you have been standing at a counter, and the clerk mistakenly waits on another customer first, do you...

- A. March out of the store in a huff? (Score 5)
- B. Say indignantly, "I was here first"? (Score 15)
- C. Take it as a natural mistake, and wait until the other customer is served? (Score 25)



**4** When, after a sleepless night, you get up tired, do you...

- A. Lack control, speaking sharply to people on the slightest provocation? (Score 5)
- B. Get irritated, but manage to control your tongue? (Score 15)
- C. Make a real effort to treat everyone as if you were feeling top-notch? (Score 25)

## 5 Add Up Your Score

Question 1 \_\_\_\_\_  
 Question 2 \_\_\_\_\_  
 Question 3 \_\_\_\_\_  
 Question 4 \_\_\_\_\_  
 Total \_\_\_\_\_

If your score is 70 or under, you may be what doctors call a "nervous irritable." Check up *now*.

For nervous irritability—which so often accompanies headaches, sleeplessness, indigestion—takes its toll daily in unhappy family and social relationships... in failure to "get along" in business.

Any one of a number of things may cause nervous irritability. Ill health. Worries. The strain of modern life. And there is no magic cure-all to fit all cases.

But there is ONE frequent cause of nervous irritability that you CAN overcome. *That cause is coffee-nerves.*

While many people can drink coffee without any ill effects, others find that it causes headaches, sleeplessness, indigestion—with accompanying nervous irritability.

If you think coffee is making YOU a "nervous irritable," why don't you give up coffee and drink Postum instead? Thousands of "nervous irri-

## 6

tables" have improved their dispositions this easy way. For Postum contains no caffeine—no stimulant of any kind. It's a wholesome cereal beverage. You can drink Postum—in any amount, at any time—without the slightest fear of ill effects.

*And you'll enjoy Postum.* For its cheering warmth and aroma. For its full-bodied, satisfying flavor. It's a grand, grand drink.

### Notice your improvement!

Still more important, *you'll enjoy Postum because it cannot possibly affect your nerves.* See if you don't notice an improvement after just a few days. At the end of two weeks, see if you aren't less of a "nervous irritable."

And then, after you've given Postum a full 30-days' test, see if you aren't fresher, gayer, more cheerful—your REAL self once more!

*Your grocer has Postum in two forms. Postum Cereal—prepared like coffee—and Instant Postum, made instantly in the cup. Both are economical—less than ½¢ a cup. Buy Postum tomorrow. A product of General Foods.*







"Look! He saved his Arrow Tie!"

• Why are Arrow Ties so prized? 1: Arrow Style Scouts scour Europe for new patterns. 2: Arrow fabrics are the kind you get in costlier ties. 3: Arrow's resilience assures perfect knots! Get some at your Arrow dealer's now! Great values \$1.00 and \$1.50.

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grand surprises



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Send free booklet describing this "Corona Zephyr" we're hearing so much about.

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**ENEMY**

Every cougher is a public enemy. Don't spread germs. Carry with you Smith Bros. Cough Drops. (Black or Menthol.) Soothing. Refreshing. Only 5¢.

**Smith Bros. Cough Drops are the only drops containing VITAMIN A**

This is the vitamin that raises the resistance of the mucous membranes of the nose and throat to cold infections.

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**HEADACHE RELIEF**

Relieves  
in a  
few  
Minutes!



Does not  
leave  
you  
Upset!

When a headache strikes, Snap Back With STANBACK! Also fast relief from neuralgia, muscular aches and similar inorganic pains. A trial should win you for LIFE! 10¢ & 25¢ at your drug store.

**TRIAL OFFER: 25¢ Package!**  
Mail this ad and 10¢ to cover packing and postage!

10¢  
&  
25¢

**STANBACK**  
HEADACHE POWDER

## THEATER

### MAURICE EVANS PUTS ON 23 LB. OF MAKE-UP TO PLAY FALSTAFF



A bibulous nose of putty is molded on Evans' face for his role in *Henry IV*.



A grey beard, knotted on a rubber base, is glued on his face with spirit gum.



The brown wig fits tight like a skullcap, but has holes in it to let the air in.



For bulk, Evans wears a vest of wire and muslin, feather bags around thighs.



Over the framework go cotton pants, size 12½ boots with steel ribs inside.



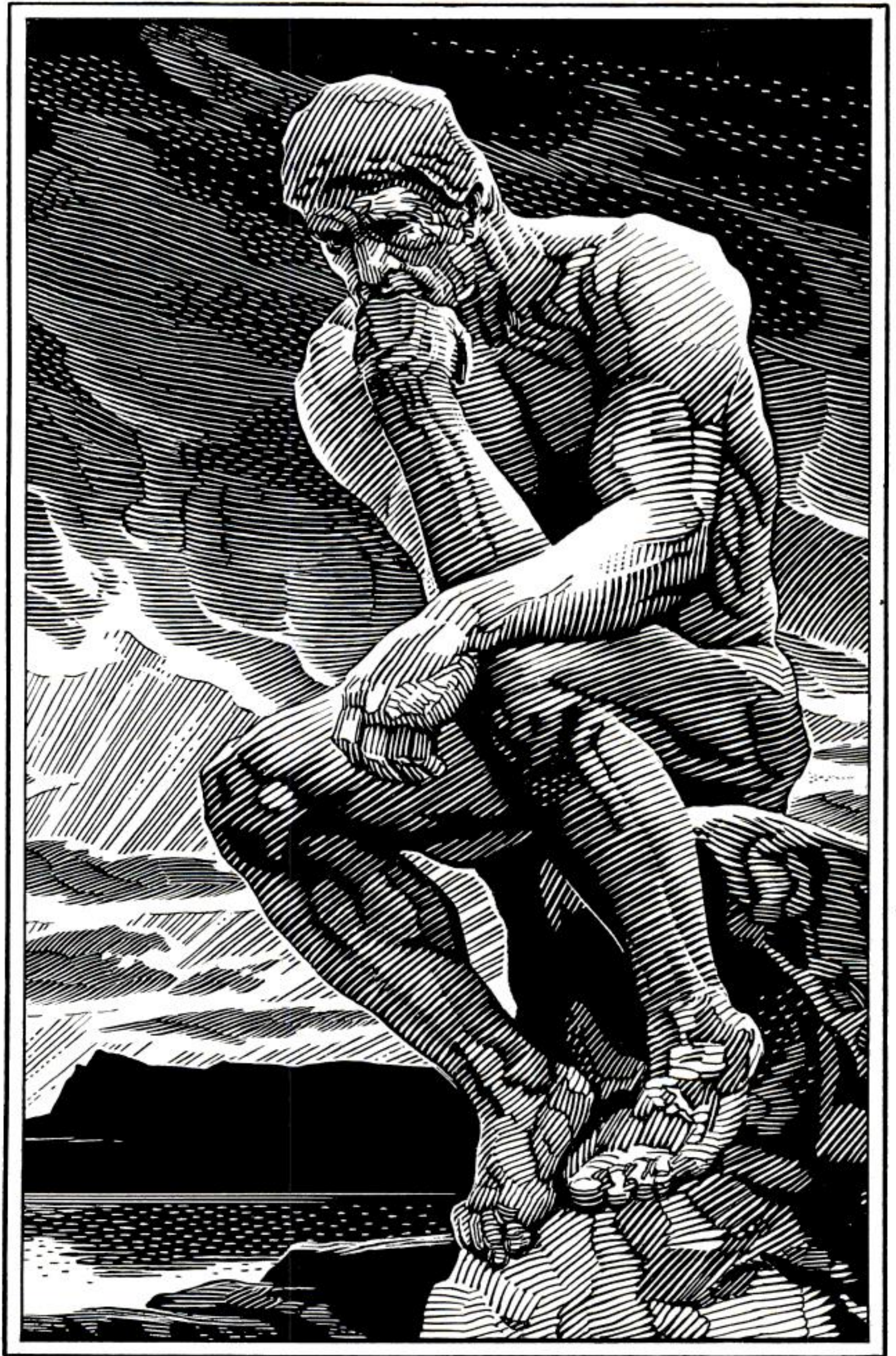
Ready for his cue, Evans has spent 103 minutes putting on 23 lb. of make-up.



# PICTURE OF A MAN CROSSING A BRIDGE

*We've all heard* of that famous bridge—the one that some people try to cross before they get to it. Fret, Worry & Fear built it and did a bad job. It's wobbly...and it never gets anybody anywhere.

There's another bridge — Confidence—that is strongly engineered to carry heavy loads. Confidence sailed our pioneer forefathers across the turbulent Atlantic. Confidence helped our grandfathers extend the stubborn frontier and made ours the strongest and most abundant land on Earth today. Confidence is ready now to take America further still.



*Live Life... Every golden minute of it  
Enjoy Budweiser... Every golden drop of it*



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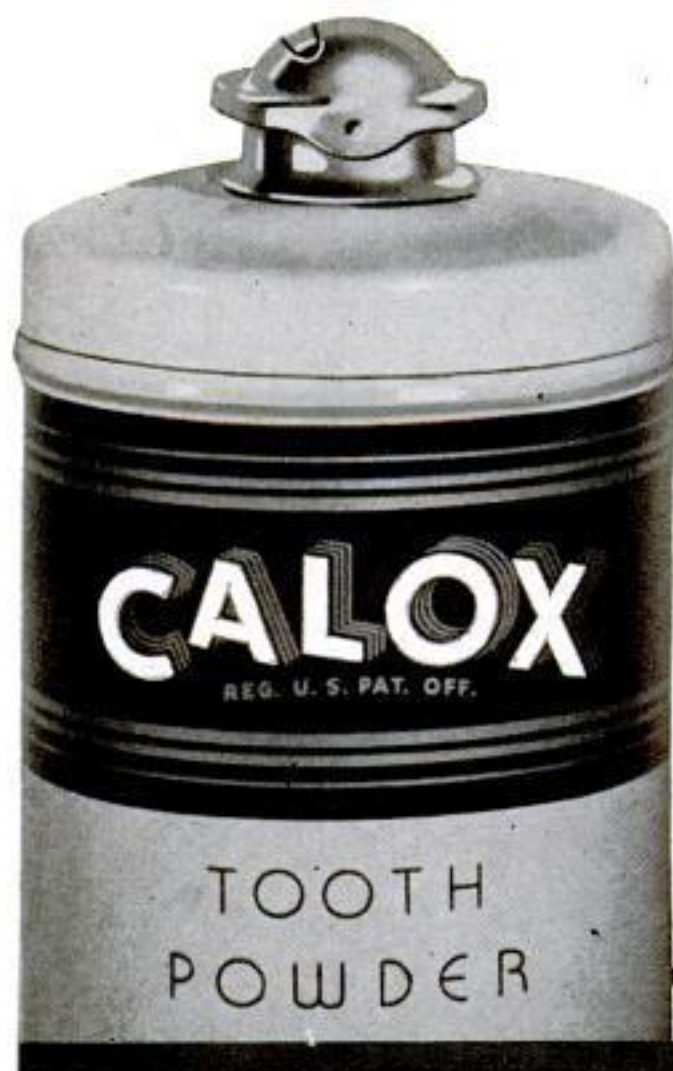
Madeleine Carroll  
Co-starred with  
Fred MacMurray  
in Paramount's  
"Cafe Society"

*For teeth that*  
*"Shine like the Stars"*  
*use Calox Powder\*\*\**

**Add charm to your smile.** To enhance the beauty of your smile... to bring out the natural lustre of your teeth, take a tip from Hollywood—use Calox Tooth Powder, the same soft, smooth dentifrice so many screen stars use before they face the camera.

**Important Note:** Calox is made specially to polish teeth to a brilliant, sparkling lustre—a real beauty polish, without harm to precious enamel. Calox contains five tested, pure ingredients blended with prescription accuracy by McKesson & Robbins, whose products have been prescribed for 106 years. Approved by Good Housekeeping Bureau.

Millions of people know cleansing teeth with Calox Tooth Powder is a refreshing, delightful, wholesome experience. Help your teeth to shine like the stars'. Get Calox today at any drug counter. Three convenient, long-lasting, economical sizes. Trial size, Handy size and Family size.



© 1939, McKesson & Robbins, Inc.



MANNEQUIN AND LIVING MODEL POSE SIDE BY SIDE TO CONFUSE ONLOOKERS

## LIVE MODEL AND HER DUMMY DOUBLE DEFY PUBLIC TO TELL THEM APART

To the tenth floor of 9 Rockefeller Plaza in New York, scores of young women come to take a six weeks' course at the Models Preferred School. Among last year's graduates was 20-year-old Ann Reid Hutchinson, with rose-blonde hair, finely chiseled features, soft feminine shoulders, a rounded 34-in. bust, a slim 25-in. waist, and generous 36-in. hips. Because James Dowd Jr., director of the school, considered Ann the perfect example of the new ladylike fashion ideal of 1939, he commissioned Jean Spadea, fashion artist, to make a mannequin like Ann. Here are photographs of Ann and her dummy twin. Which is which? Last week both made their first public appearance at the Stork Club. Lupe Velez, who arrived late and in a gay mood, looked, blinked, gasped, "Quick!... get the doctor!"

LADYLIKE ANN HUTCHINSON AND HER MANNEQUIN DOUBLE WHICH COST \$250





# Mother...win this \$300<sup>00</sup> and we'll go on a Shopping Spree!



Think of picking out \$300 worth of beautiful things for my wardrobe and nursery — and getting them FREE. That's a shopping spree, mother!

Did you ever see anything so easy, mother! We know how perfect Vanta Garments are... you and I... they've kept millions of babies like me comfy, healthy, growing strong. Our doctor and thousands of others have recommended Vanta for generations.

And all you have to do for a chance to win \$300 is to write a last line for a limerick that says what we already know: *Vanta Baby Garments are best!*

And here's a tip to all Aunts, Grandmothers, and even Uncles — why not enter this easy contest? Maybe you can win an outfit for some little cherub like me — some youngster close to your heart that you want to see grow strong and big, the comfortable, healthful Vanta way.

## It's Easy! It's Fun!

Go to the Infants' and Children's Department of your favorite store. There you will find an assortment of Vanta garments in sizes from birth to 12 years old. These are the garments you'd choose for your baby because of their modern scientific features — their exclusive designs, their safe hospital-sterilized packaging.

You'll find the famous Vanta Double-Breasted Vest that fastens with ties so that it's easier to put on, has no pins or buttons to hurt baby's tender skin, and is adjustable to fit baby's rapid growth. You'll find also Vanta's new hospital-sterilized Diapers and dozens of other Vanta indispensables.

You'd choose Vanta Garments for your baby even if you didn't have the chance to win one of the 111 valuable prizes. Any modern mother would. Here's a chance to double-up! Get Vanta quality, comfort, and scientific design *plus* a contest Entry Blank and maybe a wonderful \$300 outfit for your tiny baby, your growing-up babies — or yourself! Come on! It's easy. It's fun!

## HOW TO ENTER THE VANTA CONTEST

Get an Entry Blank in the Infants' and Children's Department of your favorite store selling Vanta Garments. Write the last easy line for the limerick on the Entry Blank and send it with your sales slip showing a purchase of \$1 or more of Vanta merchandise to the Earnshaw Knitting Company, Newton, Mass. Send as many contest entries as you like, but each entry must be accompanied by a sales slip, as above. Anyone may enter — mothers, aunts, grandmothers — or friends. Contest closes April 8, 1939. This contest is limited to the United States. In the case of ties duplicate prizes will be awarded.

# Vanta Garments

FOR INFANTS AND CHILDREN

Earnshaw Knitting Company • 148 California Street • Newton, Mass.

## 112 Chances to Win!

**1st PRIZE** — a \$300 outfit for your baby might include all of these things:

100-piece Vanta layette; imported hand-made dresses, sweaters, booties, hood shawl, sacques, fur carriage robe, crib puff.

Hand-painted crib with hair mattress; scale, wooden play-yard, toy chest, high chair, bottle sterilizer, rubber tub, clothes dryer, nursery screen, de luxe perambulator.

**2nd PRIZE** — a \$150 outfit for your baby

**3rd PRIZE** — a \$75 outfit for your baby

(For any of these prizes you may choose whatever items you wish from the Infants' and Children's Department of the store where you buy Vanta Garments. Or — you may spend part of the prize-money on purchases for yourself in other departments of the store.)

109 other prizes of famous Vanta merchandise worth from \$20 to \$2

## JUST WRITE THE LAST LINE:

My mother's as sweet as can be,  
Her head and her heart work for me,  
In Vantas I'm dressed  
For she knows they are best



## The Strange Case of - THE PORTLAND GRAVE ROBBERS

For three weeks in January readers of the *Portland Oregonian* enjoyed a macabre mystery involving the old custom of grave robbing. Author of the stories was Reporter Richard Scholz. On the night of Jan. 4 he had responded to an anonymous telephone call, driven with a "masked" companion to Portland's potter's field, there photographed a pair of ghouls at work.

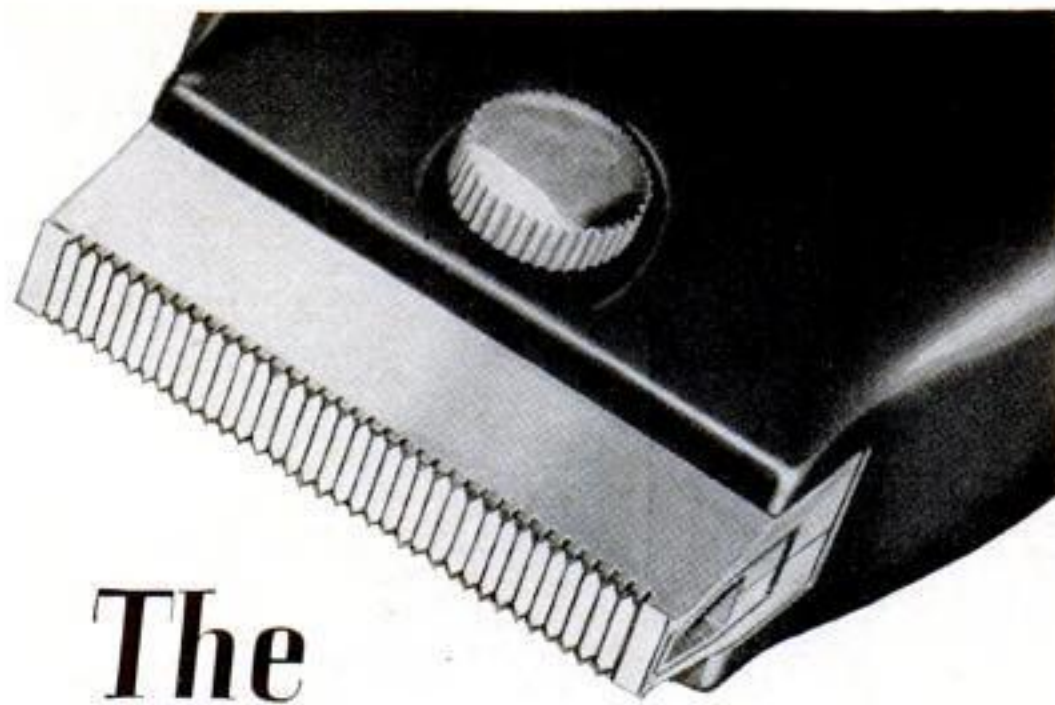
Outraged county officials started an investigation. On Jan. 24 their findings were made known. The ghouls were three Portland workmen who had been revolted by the \$16.25 pauper's funeral given by the county to their late friend, Justin Kluckner. ("The casket was full of knots and cracked and hardly big enough so they had to squeeze him in.") Their excavation in Greenwood Hills Cemetery was a spectacular gesture of protest.



Grave robbers were snapped at their digging by a newshawk's camera. This picture shocked Portland, started a county investigation into potter's field burials.



Frightened by the flash, the ghouls strode away. Actually, Reporter Scholz (below) knew the motives behind the escapade but preferred to create a good mystery.



## The INVENTOR knew best

When Colonel Schick invented the dry shaver he had spent twenty years studying hair, skin and shaving.

Before he put the Schick shaver on the market, he made numerous cutters of different shapes, designs and constructions, (some of these are shown on the left) and out of all his study and labor he evolved the present Schick cutter.

He *knew* that this cutter would **shave quickly and closely for thousands of shaves** and without injury to the skin.

There is nothing in the Schick shaver to grow dull and wear away. With some shavers, it is like using a blade that is never sharpened. Each succeeding shave is worse than the one before it. **A Schick Shaver improves with wear** and gives its best shave before it finally wears out. (Some have given more than 3000 shaves.)

Why gamble on a shaver that, at best, is a variation of the original Schick shaver made without the inventor's knowledge of the true principles of dry shavers, the methods and machines to produce them?

Buy a Schick Shaver for surely **the inventor knew best about correct principles**, efficient design and precision workmanship. More than 2,000,000 users throughout the civilized world testify to the shaving qualities, comfort and economy of Schick shavers for some of these users have shaved with them for seven years.

Buy the inventor's shaver—a Schick.

**New Improved Standard Schick Shaver, \$12.50**  
(With new power unit. A.C. and D.C.)

**New Colonel Schick Shaver . . . \$15.00**  
(High-speed, double power motor. A.C. and D.C.)

**De Luxe and gift sets in both models up to \$22.50**

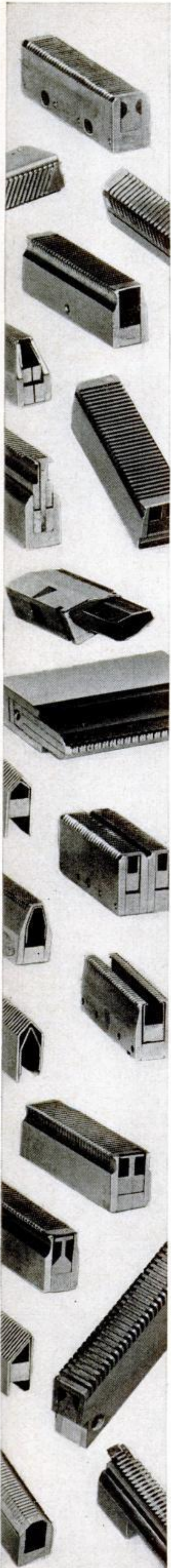
SCHICK DRY SHAVER, INC., STAMFORD, CONN.

Western Office: 809 Mission St., San Francisco

In Canada: distributed by Canadian General Electric Co., Limited

# SCHICK SHAV ER

Schick Dry Shaver, Inc., has no connection with the Magazine Repeating Razor Co., which manufactures and sells the Schick Injector Razor





For 24 Years Vicks Advertising has been passed upon by a Board of Physicians

**BOY! I CAN BREATHE!**

VA-TRO-NOL SURE CLEARS HEAD-COLD STUFFINESS



Va-tro-nol is specialized medication for nose and upper throat—where most colds start. You can feel the tingle as this stimulating medication goes right to work to aid Nature's own cold-fighting functions in the nose. Used at the first nasal irritation, sniffle, or sneeze—just a few drops up each nostril—it helps to prevent many colds from developing... and even when your head is all stopped-up from a cold, Va-tro-nol clears away mucus, shrinks swollen membranes, lets you breathe!

YOU CAN FEEL ITS TINGLING MEDICATION GO TO WORK

**VICKS VA-TRO-NOL**

WORLD'S MOST WIDELY USED MEDICATION OF ITS KIND



**Fortune**

**FOR FEBRUARY**

The story of Celotex—a product that started out as an insulating board; became floors, walls, and roofs; and today offers a hint to the solution of the low-cost housing problem with a packaged home that may some day sell for as little as \$2,500—is told in **FORTUNE** for February, an issue in which you will also find:

High Cost of Peace... Houdry Process... **FORTUNE** Survey: XVIII... General Motors' Sales and Distribution... American Airlines... Vermont Farm... Business-and-Government.

**FORTUNE** is sold by subscription only at 330 East 22nd St., Chicago. The price is \$10 the year

**MENDS MOST ANYTHING**

**10¢** at hardware, drug and 10¢ stores; also in cans from 1/4-pint to 1 gallon  
**FREE** Send post card for booklet, "Better Results with Glue," containing many useful hints about mending, model making and home workshop jobs. Address: McCormick Sales Co., 408 Light Street, Baltimore, Maryland.



Deputy sheriffs, accompanied by Scholz (left), inspected the opened grave on the next day. The robbers had excavated 3 ft. of mud, exposed the crude pine coffin.



The two ghouls and their "masked" leader turned out to be friends of the deceased. Below: officials opened the coffin just to make sure its occupant was unmolested.



**WOMEN HAVE BOUGHT 100 MILLION TAMPAX**



New method of sanitary protection gets marvelous reception everywhere...

**NO BELTS  
NO PINS  
NO PADS  
NO ODOR**

**TAMPAX** has proved beyond doubt that women are the Progressive Sex! Business women, housewives, college students, sports lovers—all are talking about this patented *internal absorbent* for monthly sanitary protection. Its success is nation wide and really sensational.

Be sure to note the patented individual applicator in which each Tampax is sealed hygienically and daintily. Being used internally, Tampax is so comfortable you actually forget you are wearing it. No belts or pins are needed; there is no bulk of any kind to show, even with sheer evening gowns. Perfected by a doctor, Tampax furnishes a new freedom for all women.

Tampax is made of pure, genuine surgical cotton, greatly compressed and extremely absorbent. Very efficient in its protection. Allows *no odors* to form. A month's supply costs 35¢, and it will go in your purse. Introductory package, 20¢. As much as 25% saved by purchasing large economy package of 40.



"REALLY, YOU'RE NOT AWARE OF THE PRESENCE OF TAMPAX"

Accepted for advertising by the Journal of the American Medical Association.



**TAMPAX INCORPORATED** L1-13-29  
New Brunswick, New Jersey

Please send me introductory size package of Tampax with full directions. Enclosed is 20¢ (stamps or coins).

Name \_\_\_\_\_

Address \_\_\_\_\_

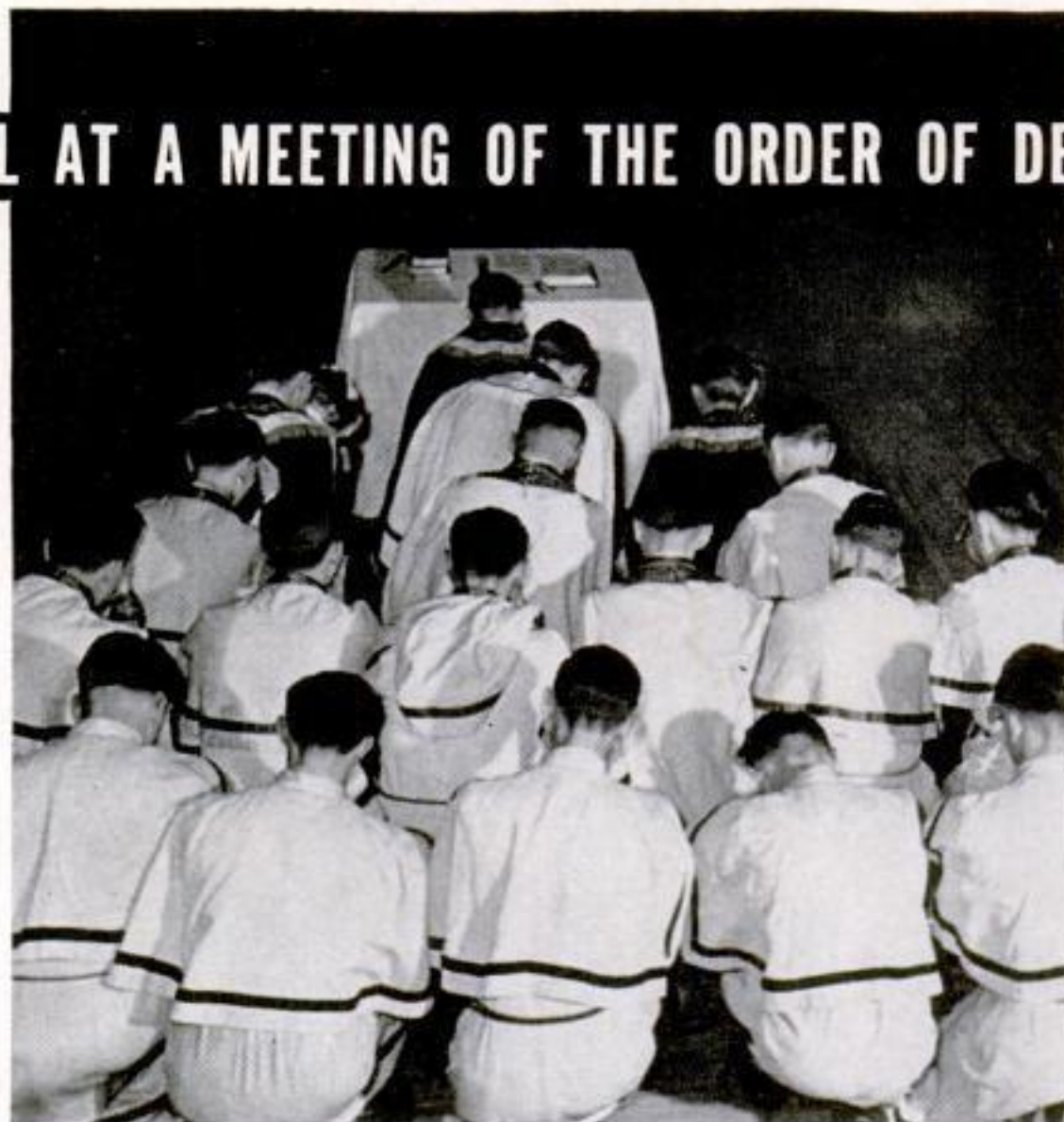
City \_\_\_\_\_ State \_\_\_\_\_





To open a meeting, 21 officers of DeMolay in Bethlehem, Pa., file into a Chapter Room while the organ plays a hymn.

## RITUAL AT A MEETING OF THE ORDER OF DEMOLAY



In silent prayer DeMolays ask guidance to run the meeting which lasts two hours, and is concerned with business, prayers, initiations.



In grand regalia high officers preside on a platform. They wear gold crosses over their hearts. Notice DeMolay slogans on steps.



In red and white velvet Chaplain Francis Bonesch (center) prays that the DeMolays may lead clean and manly lives.



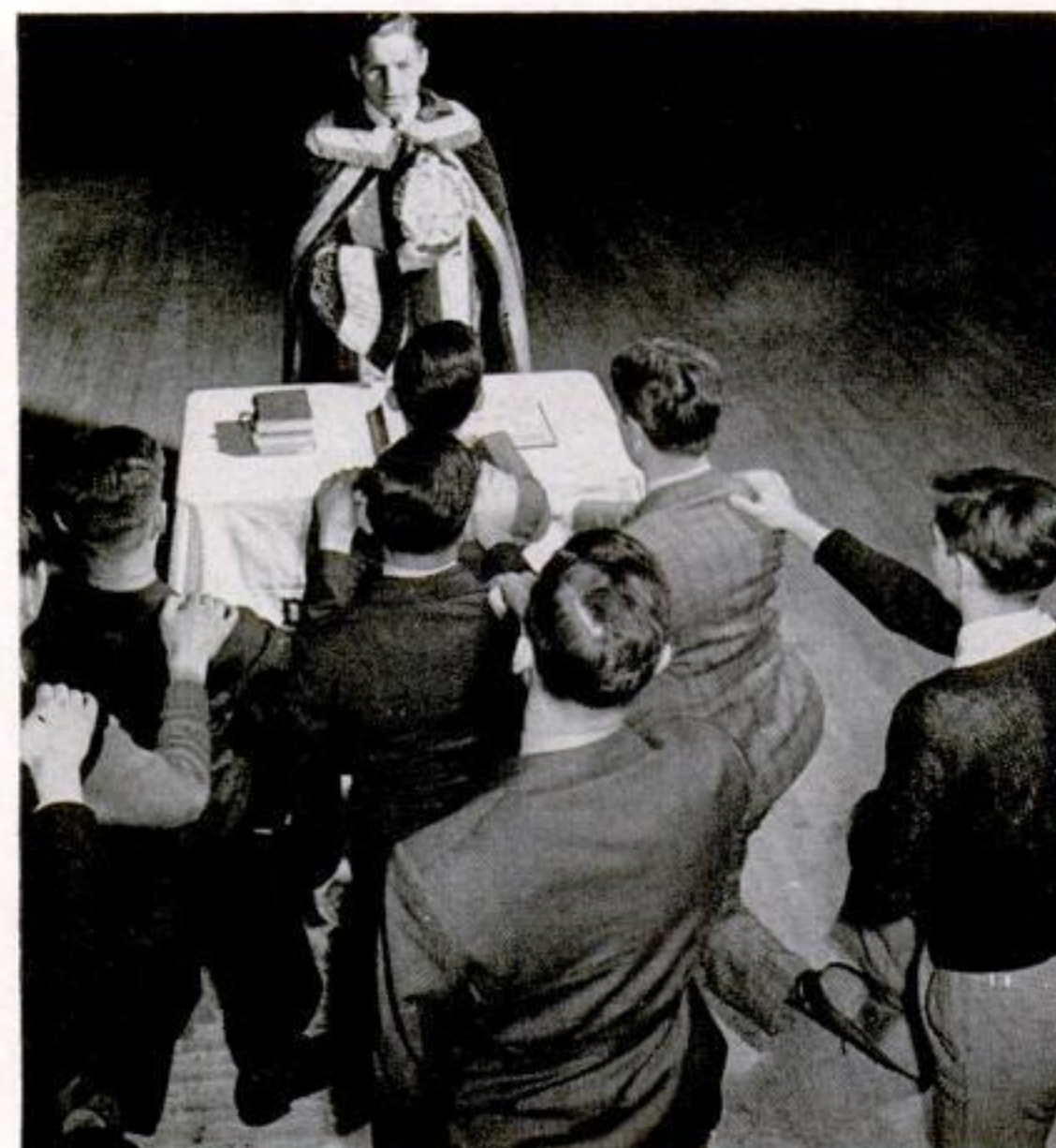
In purple velvet, richly trimmed with gold, Master Councilor Kenneth George kneels in prayer. He is a clerk in a broker's office.



Most important prayer, offered by the chaplain, ends, "God bless mother, God bless father, God bless the purpose of DeMolay."



On their left knees all DeMolays join the nine o'clock prayer. After the meeting some stay on, play ping-pong.



Initiates take the vow of Seven Cardinal Virtues: Love of Parents, Patriotism, Courtesy, Fidelity, Reverence, Cleanliness, Comradeship.



The Crown of Youth is bestowed upon an initiate after elaborate rites. It contains seven jewels, each representing a virtue.



# Life goes to a Party

where DeMolays of Bethlehem, Pa.,  
crown a Queen of fine womanhood

**A**ttracted by its awesome rituals and frankly pious air, over 1,000,000 American boys have joined the Order of DeMolays since it began in 1919. One purpose of the Brotherhood being to revere mothers, sisters and sweethearts, the DeMolays of Bethlehem, Pa., recently set out to elect a Miss DeMolay of 1939 who would represent "the finest in young womanhood." They chose Wanda Steinke, a high-school senior. They threw a Coronation Ball, preceded by a ritualistic meeting (*opposite page*) in the Masonic Temple. And they crowned her with white gardenias.

Named after Jacques DeMolay, a Knight Templar of the 13th Century who burned at the stake rather than betray a comrade, the modern Brothers of DeMolay originated in a Sunday School class in Kansas City. Boys from 15 to 21, of any creed or race, are eligible. The Order is sponsored by the Masons, and 75% of DeMolays later become Masons. "Dedicated to the ideals of honorable manhood," DeMolay's membership is now over half as large as the Boy Scouts. Star members are Buddy Rogers and Walt Disney.

Similar to the 968 other U. S. chapters, the Bethlehem group meets every second Tuesday night from 7 to 9 in the Masonic Temple. Nearly half the time is devoted to ritual and prayers. The rest goes to business such as planning games for the DeMolay basketball team, and arranging initiations. These are staged four times a year with considerable pomp.

DeMolay splendor is enhanced by a dazzling variety of jewelry. The average Brother owns between ten and 20 pins, medals, buttons, medallions and rings. To their mothers and sisters, the Brotherhood offers a special "DeMolay Sister Pin" set with a pearl.



**Queen of DeMolay** is Wanda Steinke: age, 18; hair, blonde; eyes, blue; height, 5' 6"; weight, 120 lb. Below is her Cor-

onation Ball which 300 attended. Close-ups of some of the styles of dancing at the Ball appear on the next page.



**A crown of gardenias** is set upon the Queen by DeMolay's Master Councilor, Kenneth George. Later they waltzed.



CONTINUED ON NEXT PAGE



# He Won

the Greatest Battle of His Business Career

**-THE NIGHT BEFORE  
IT HAPPENED!**



His Sound Sleep Secret gave him a Clear Head, Steady Nerves and Vital Energy that carried him through with Flying Colors... Read why many people are adopting this "Sleep Insurance" Idea



During sleep, tissues are rebuilt—minds are refreshed and energized. But for maximum benefit, sleep *must* be deep and sound.

ALL over the world, there is one "nightcap" that stands supreme. A *protecting* food-drink that thousands are taking each night before going to bed—as a sort of "sleep insurance."

It is called *Ovaltine*—and they take it not simply to help them escape restless hours of night-time tossing. But, more importantly, for the "morning freshness" and heightened energy that follow deep and *restful* sleep!

For of all the things that influence our lives, nothing is more vital than sleep! Loss of it can mean a body that's fagged—a mind that's listless and dull.

On the other hand, many of the most important "battles" in life are won the *night before*—as the result of deep, *refreshing* sleep.

## How Ovaltine Acts

This *protecting* food-drink offers valuable aid when taken at bedtime, for the following reasons:—

(1) *Ovaltine* is not a medicine. Helps the

body relax normally. Relieves that feeling of "inner tension."

(2) It provides certain types of food elements needed to prevent muscular and nervous irritability that, according to some authorities, may cause night-time tossing.

Also important—*Ovaltine* is a *protecting food* with special elements to help build up vitality while you sleep. It helps replenish worn-out muscle, nerve and body cells to meet tomorrow's needs. And furnishes valuable minerals, proteins and Vitamins A, B, D and G.

That's why so many people awaken more completely *refreshed* after a night of "*Ovaltine* sleep." Not "dopey" as after taking drugs. But clear-eyed and vital—energetic and *fresh*!

## See For Yourself

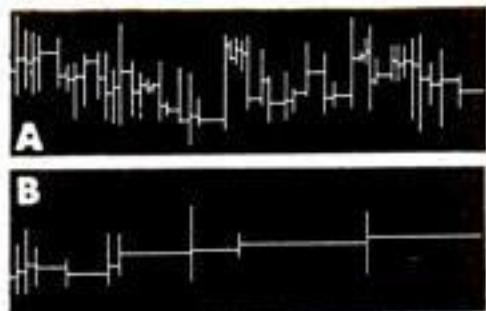
However, the best way to judge the merits of *Ovaltine* is to try it for a few weeks and *see for yourself*. You may be surprised at results.

At all grocery and drug stores. Get a can today.

**NOTE:—***Ovaltine* was originated in Switzerland, now made in the U. S. A. Created as a restorative food for convalescents, it is used in 57 countries today. Doctors approve it. And over 1,700 hospitals serve it in America alone!

## 41% OF PEOPLE UNREFRESHED UPON AWAKENING!

... in Special Investigation Reported by Medical Magazine



Charts show how sleep is "charted" by a special apparatus attached to the bed... CHART A—shows excessive tossings, indicative of poor sleep. CHART B—shows more normal movements, indicative of better sleep. In a 3-year series of scientific experiments, it was found that taking *Ovaltine* regularly at bedtime "tended to cut down tossing and give a feeling of being better rested in the morning."

## 2 NIGHTS' TRIAL CAN

OVALTINE, Dept. S9-LM-2  
360 N. Michigan Ave., Chicago, Ill.

Send me your trial size can of Ovaltine—enough for a 2-nights' test. I enclose 10c to cover cost of handling and mailing. (1 to a person.)

Name.....

Address.....

City..... State.....

**OVALTINE** promotes sound, natural SLEEP

## Life's Party (continued)



Chin to chin was one of many unique styles of dancing which graced the ball.



Brow to brow, these two dancers turned slowly to keep from bumping their heads.



Chin to ear, this stiff-armed pair had room to dance. Everybody dodged them.



Lip to eye and weighted with their coats, this dreamy couple have a last waltz.



Cheek to cheek, the Queen dances with Kenneth George, the Master Councilor.



Down to earth after high rites, Queen and Councilor go on enjoying dance.





After the ball most guests went to nearby roadhouses. These high-school girls and their escorts drank root beer at the Red Pig Barbecue, got home about 3 a. m.



At the Red Pig, DeMolay's queen gets crowned with a lamp shade by Ellis Valkenburg. In school he plays football, she is class treasurer. Both ate coconut pie.



Brothers of DeMolay relax after a strenuous night of dancing, praying, wearing fancy robes. In DeMolay ritual they promise "to honor and protect every woman."

"Sometimes the only strong point about a sales talk is the salesman's breath! Wise fellows sweeten their breath with LIFE SAVERS!"



"A dry mouth usually follows a moist evening. Let Pep-O-Mint LIFE SAVERS freshen it up!"



"Every time my sweet tooth craves something extra good, I buy Molas-O-Mint LIFE SAVERS. They're a delicious blend of real molasses flavor and cooling mint!"



"Everybody's breath offends sometimes after eating, smoking, or drinking. So let LIFE SAVERS save yours."

12 delicious mint and fruit flavors. Sold everywhere, 5¢



THE  
**"Common Sense"**  
 TREATMENT  
 for SCALP and HAIR  
*Brush FOR ONE MINUTE*  
*Massage FOR TWO*



Use  
**JERIS**



*Antiseptic*  
**HAIR TONIC**

Not a "cure all"—but a "common-sense" way to keep your hair well-groomed and glowing with health... If you are troubled with loose dandruff, the *sensible thing to do is to buy a bottle of Jeris today at any barber shop or drug store.*

APPLICATIONS AT BARBER SHOPS

**FOR THE 1 MAN  
 IN 7 WHO SHAVES  
 EVERY DAY**

**HERE'S A SPECIAL  
 SHAVE CREAM**

**It's Not a SOAP... Not Greasy  
 Needs No Brush... Leaves  
 Your Skin Soft and Smooth**

Daily shaving leaves many men's faces raw, sensitive. This is especially true of the man who, because of his business and social status, must shave every day.

*To meet this condition* Williams has now developed a special cream for daily shavers. It's called Glider. Wash face thoroughly with soap and warm water to remove razor-dulling grit, then spread on Glider quickly, easily with your fingers. No brush. No lather. Not sticky or greasy.

*A superabundance of moisture* in this rich cream softens each whisker, yet forms a protective layer over your face to keep blade from scraping. Swiftly and gently your razor glides over your skin. Like a cold cream, Glider helps smooth and soften your skin and prevent chapping and roughness. Glider is the result of nearly 100 years' experience in making fine shaving preparations.

**Try Glider at our Expense:**

Send your name and address on a penny post card, for a generous FREE tube of Glider "No-Brush" Cream. The J. B. Williams Co., Dept. LG-20, Glastonbury, Conn.

## PICTURES TO THE EDITORS



### WRESTLING FAN

Sirs:

These pictures were shot during one of Rochester's most uproarious wrestling bouts, between Ed Don George, 220 lb., North Java, N. Y., and George ("KO") Koverly, 218 lb., of Yugoslavia. Koverly, who apparently has been rehearsed to heap abuse on the customers, suddenly found himself the butt.

Right after the first fall, won by the lad from Yugoslavia, Koverly jumped upon the apron of the ring, hurling defiance

at the customers. Suddenly a woman identified later as Marie Hegedorn, Webster, N. Y., an ardent wrestling fan, rushed forward to accept the challenge shouting: "I'll fix him!" The fans shrieked encouragement to the woman, shouted insults at Koverly. Flabbergasted, Koverly walked to his corner and sat down, abashed. The crowd gave Miss Hegedorn the "decision," cheered as she returned to her seat.

RALPH AMDURSKY

*Democrat Chronicle*  
 Rochester, N. Y.







### TREES DESTROYED

Sirs:

One of these photos (*above*) proves that California Chambers of Commerce tell only the truth when they speak of our beautiful highways. The other shows what happens to these highways when Commerce escapes from the Chamber and goes its own way.

This stately eucalyptus avenue has lined part of the coast highway between Los Angeles and San Francisco for two

or three generations. The natives I talked to didn't seem particularly concerned about the destruction. One of them said that the trees would grow right up again, provided they didn't pull the stumps; he knew personally that some of the trees in the avenue hadn't been there much more than sixty years.

Possibly, by the time they have grown again, we will have another Joyce Kilmer to tell us only who can destroy a tree.

HARVEY THEW

West Hollywood, Calif.

● The California State Highway Commission says that the trees are being destroyed because they are infected with red scale.—ED.



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# Spud

THE WORLD'S FINEST  
MENTHOLATED CIGARETTE

NOW AT  
POPULAR  
PRICES

*The same Spud—the same quality—at a new popular price that saves you real money!*

Enjoy premium quality without premium cost. Spuds are *milder, much more refreshing*, thanks to the patented, exclusive Spud way of seasoning the tobacco. You'll note the superiority in *taste... and after-taste!* Switch to Spuds, at the new low price.

MILDER  
—MUCH MORE  
REFRESHING!

Copr. The Axton-Fisher Tobacco Co., Louisville, Ky.



## FAMOUS DOG TRAINER TELLS SECRETS



**Kidnapper** gets unpleasant surprise from well-trained Doberman pinscher, Major. Assigned to guard baby, Major demonstrates how to capture kidnapper; throws and holds him until human aid arrives.

Huge 70-pound Major can and will seriously injure intruders, but is gentle, patient, well-mannered otherwise. The Doberman is a fine type of companion for children and a splendid watchman!



**Michael von Motzeck**, famous dog authority of V. & M. Training Kennels, Chicago, says: "You can't train an undernourished dog. 'Bargain' dog foods are often worthless as food and may actually injure a dog's health. His reactions slow

up, and his intelligence becomes clouded. Dogs deserve wholesome, good-tasting food like Red Heart at every feeding. They won't learn properly without it!" Von Motzeck should know. He has trained many of the world's finest dogs.



**Embarrassing moment.** A trained dog walks "at heel"—never does this. Be patient in dog training. Remember a dog is just a dog; don't expect him to learn too much too quickly. Never strike him!

**Your dog deserves Red Heart**—the quality dog food! Red Heart is a scientific formula made in a modern, government-inspected plant with clean, wholesome meat and meat by-products, cod-liver oil, and Fleischmann's Irradiated Yeast. It's rich in essential vitamins and minerals. Three delicious flavors—beef, fish, and cheese—



**Cuddly pet,** hunter or watchdog, your dog will go for Red Heart. He'll enjoy those 3 fine flavors, and Red Heart will help keep him in *grand* condition! Start feeding him Red Heart Dog Food today!

have been added to give Red Heart taste variety. Feed these in rotation. Give your dog Red Heart 3-Flavor "Sunshine Vitamin" Dog Biscuits to help keep teeth sound and healthy. **FREE:** *Dogs, Their Care and Feeding;* authoritative, illustrated booklet. Write for it today. John Morrell & Co., Dept. 42, Ottumwa, Iowa.



# RED HEART

# DOG FOOD

## PICTURES TO THE EDITORS

(continued)



### TYPEWRITER PORTRAIT

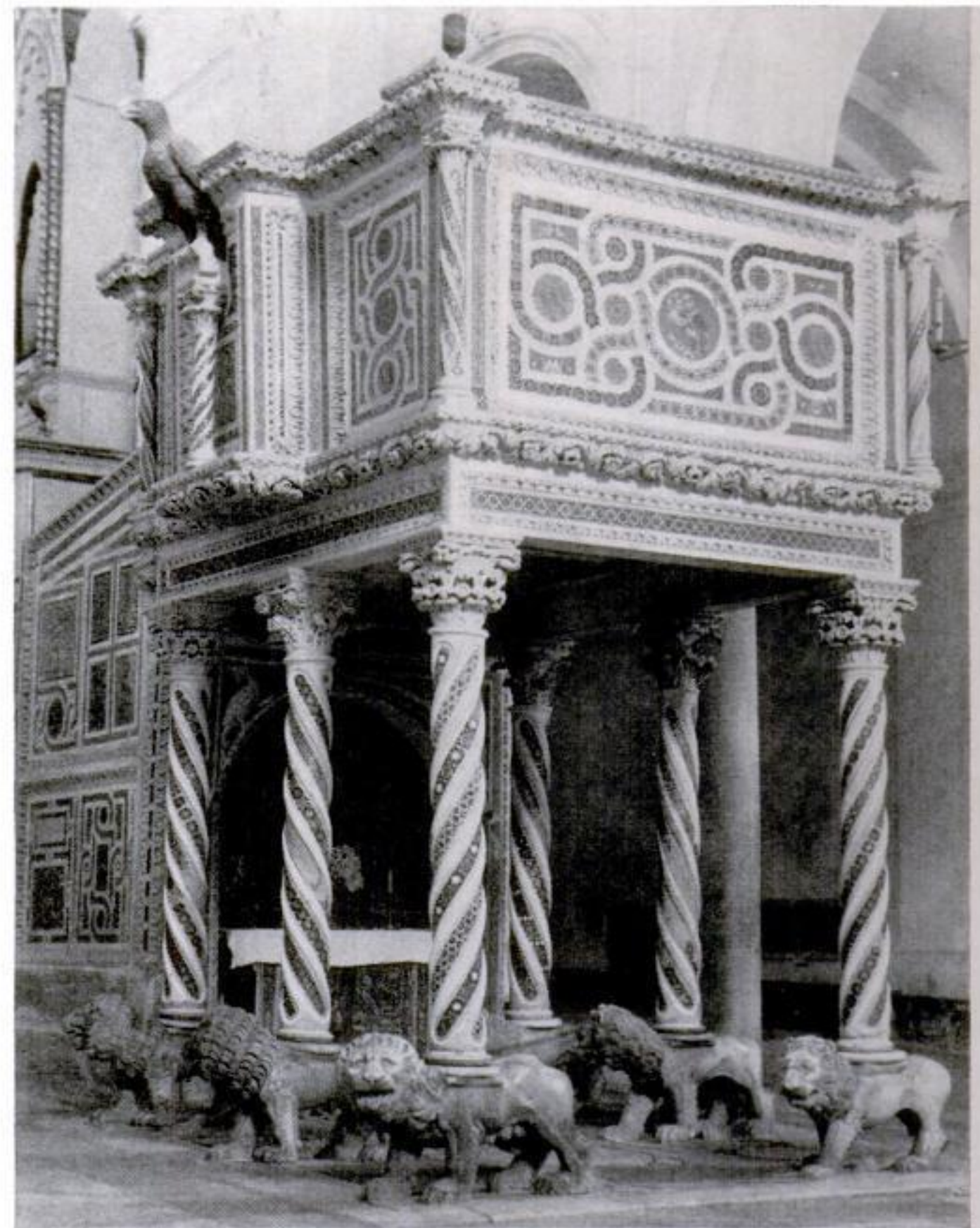
Sirs:

To show everyone that I was a sincere admirer of Franklin D. Roosevelt, I worked for three months making his portrait on my portable typewriter.

Using only the letters M, W, N, V, Z, I, plus the colon and period, I made the picture using an ordinary newspaper photograph of the President as a model.

SIDNEY NORMAN COHEN

Philadelphia, Pa.



### LION PULPIT

Sirs:

This is the pulpit in the cathedral at Ravello. I first saw it on a trip through Italy last autumn and was fascinated by the way in which six lions support the columns. The mosaic decoration is unusually beautiful. My trusty Baedeker

tells me that it was created by Nicola di Bartolomeo (of Foggia) and presented to the Cathedral in 1272 by Niccolò Rufolo, husband of Sigilgaita della Marra.

ELLEN W. JASON

San Francisco, Calif.



# WHO SAID FIJI IS UNCIVILIZED?



"I suppose most of you Americans still think of the Fijis as populated by side-show head-hunters," a prominent British official writes.

"But what would you think if I told you that one of the fearsome-looking natives who guided us on our semi-annual inspection tour had a genuine

talent for the finer things? Yes, he did—he knew at just what trading post we would be able to pick up a bottle of Canadian Club!

"I guess you're absolutely right when you say in your ads that Canadian Club's mellow flavor appeals to everyone."

## Why so many Americans have changed to this imported whisky . . .

Fiji, Canada, and the U.S.A. aren't alone in appreciating Canadian Club. **In 87 lands it is a favorite.** In London itself, and throughout the British Isles the biggest-selling imported whisky is Canadian Club. No other whisky has won such acclaim.

### Of Interest to You

But of much more interest to *you* is the fact that many *Americans* who formerly preferred Scotch, bourbon, or rye, have changed to Canadian Club. Today, twice as many Americans regularly ask for Canadian Club as did two years ago!

**Taste for yourself** why Canadian Club has achieved this record of success equalled by no other whisky. Try it, as many others have, in a "show-me" mood. The instant you experience Canadian Club's distinctive mellowness, rich in flavor yet light in body, you'll see why we can say that **there is only one Canadian Club**...only *one* rare, imported whisky with this unique, appealing flavor all its own.

And—remember this—you can stick to this same whisky from start to finish. In Manhattan or Old-Fashioned before dinner, or in a highball or two after . . . enjoy Canadian Club today.

**IN 87 LANDS  
WHISKY-WISE  
MEN ASK FOR**

*“Canadian  
Club”*

**6 YEARS OLD**



Canadian Club Blended Canadian Whisky. 90.4 proof. Hiram Walker & Sons Inc., Peoria, Illinois.

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# REAL SILK

## HOSIERY

*Made* from the finest, purest, freshest silk obtainable.

*Threads* twisted with most snag-resistant twist of any hosiery you can buy for longer, lovelier hosiery life.

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*Shop-at-Home Service*—these quality-every-time, longer-wearing stockings available only through representatives who are hosiery experts. They call on you. You select at leisure. You buy in comfort.



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COSTUME BY BERGDORF GOODMAN

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